

Ad Council to Sell Nation Prosperity

Plans Giant Drive on Television, Radio, TV Film to Battle Pessimism of Future

By BEN ATLAS
WASHINGTON, Jan. 18.—The board of directors of the Advertising Council, Inc., will vote unanimously February 18 for a gigantic campaign proposed here this week to use millions of dollars worth of air time and press space to "sell" the nation on prosperity and head off fears of a recession. The campaign will reach the public via TV film, radio platters and plugs interpolated into dramatic serials and other commercial programs. The drive may come near paralyzing the Federal Defense Bond savings crusade in size.

The plan for the campaign, strongly endorsed by the American Association of Advertising Agencies and the Association of National Advertisers, got a favorable reception at the annual Washington conference of the Advertising Council here this week, and now needs only the board's vote and an expected concurrence from the Ad Council's public policy committee before it goes into operation.

The role of TV and radio in the drive is expected to consist with operations of those media in the defense bonds crusade. The Ad Council will follow the allocation system, with allotments for time in sponsored shows and with arrangements for contributed time. Expectations are that several TV spots will be developed, kits will be sent to TV stations, and suggestions for participation will be incorporated in an overall booklet. Similarly, platters will be produced and scripts will be sent to stations, with suggestions for incorporating campaign plugs in regular sponsored programs and

with suggestions for participation by business and industry in "institutional" ads via TV and radio. As outlined here this week, all branches of the advertising industry, co-operating thru the Council, will contribute several million dollars worth of advertising space and time to the campaign. The messages to the public will be projected via newspapers, consumer and business magazines, company publications, outdoor posters and car ads, in addition to TV, radio and newspapers. The purpose of the drive will be to counter "an undercurrent of pessimism about the nation's future" which William McClellan Jr., as chairman of the joint committee of the ANA and the AAA, pointed out in presenting the proposal to the Ad Council.

UNION SNIPING CONTINUES

Acts Varied to Ape Music in Case of AFM, but Warfare

NEW YORK, Jan. 16.—Variety acts of all sorts have been averted by the American Guild of Variety Artists to be ready to work with out the music as a result of the continuing battle between the union and the American Federation of Musicians.

To offset the lack of live music, acts have been advised to put their music on tape or records to enable them to continue to take jobs even if musicians are ordered not to play for them.

The battle is the result of the

AGENT JOINS MONKEY ACT

NEW YORK, Jan. 16.—Milton Blackstone, indie agent who handles animal acts, was called for a monkey act to work at the General Motors plant in the neighborhood of the Waldorf-Astoria. Buyers asked that the monkey be brought in so they could take a look at it as well as the guy who was to handle the animal.

The man who owned the monkey couldn't make it, so Blackstone sent one of his salesmen over to the General Motors people with the monkey. The salesman put the monkey thru its paces, and he was told he was hired.

The salesman tried to explain that he was just showing the monkey to the buyer, but he wouldn't work with it and that he was an agent. But he couldn't get a word in. So he went back to the office and Milton Blackstone took care of the monkey.

S. The agent will take the job. The owner of the monkey will get his cut.

Cigarette Companies Eye New Approach For Ad Campaigns

TV First for Re-Study to Fight Sales Dips; Agency and Show Changes Due

By LEON MORSE
NEW YORK, Jan. 16.—Reports this week were that the five major manufacturers of cigarettes are considering a wholesale re-amping of their media purchases to reverse the downward trend in the sale of their standard 200 cigarette packs.

The sales slump was pointed up sharply by the new Woolton report on cigarette sales during 1953. Philip Morris saw its sales drop 38 per cent; Old Gold, 14 per cent; Chesterfield, 12.9 per cent; Lucky Strike, 11.4 per cent, and Camel, 5.2 per cent. But this loss was

made up somewhat by king-size and filter-tip sales. Full Mail increased its sales 11 per cent to 50,500,000,000 cigarettes, maintaining its fourth position in popularity, but moving up to only 6,300,000,000 behind Chesterfield and narrowing the gap between them, which was about 20,000,000,000 in 1952. Most of the gains were a result of progress during 1953, it could move into third position behind Lucky Strike. Both Lankier and Full Mail are made by American Tobacco.

TV on Top Because of its importance to the sales of cigarettes, TV was given a No. 1 medium re-evaluation. The probability is that where the advertisers have weak show ratings, they will take steps to change their commercials to make for more impact. And those video programs which are not producing audiences will be mercilessly axed.

Changes in TV advertising are expected to be made in the next few weeks. Relations with Godfrey is the subject of concerted wooing by networks and backers. Reports are current that the advertiser has a new "anti-censor" cigarette, and that top level NBC-TV officials are doing their best to clear three evenings half hours, one of which would be Saturdays. (Continued on page 2)

New Bill to Lut Show Excises Put in Hopper

WASHINGTON, Jan. 16.—Rumblings of the battle to slash show tax excises are growing despite Congressional leaders to take off action on excise rates until after a new Internal Revenue Code is prepared. The latest bill striking relief for show business was hoppered this week and is expected to be introduced in the House by Rep. Noah M. (Continued on page 4)

RINGLING SETS OPENING DATE

NEW YORK, Jan. 16.—The Ringling Bros. and Barnum & Bailey Circus will open its 1954 season March 31 at any time in the recent past, since the New York Herald Tribune hockey club, do not figure in the play-offs. While no prize scale has been announced, it is probable that the record \$50.00 top will be paid. (See Circus department for details.)

end of a two-year agreement between AGVA and AFM. Part of this agreement settled jurisdiction on a loose basis. Basically, however, any performer who used an instrument predominantly in his work was considered AFM.

AGVA charged that the deal was broken by AFM thru raiding acts. It also claimed that efforts to settle disputes on a national level were fruitless. James S. Pettio, AFM executive, ignored their appeals. AGVA, therefore, invoked the 60-day can-

cellation clause, but it claimed it didn't have because Pettio's union had violated all along. Pettio's spokesman denied any breach of contract. "Pettio never broke a contract in his life," one AFM official said.

TV Straining Word Jackie Bright, AGVA president, said that the advice to members to put their music on records was in preparation of an all-out fight against AFM and James C. Pettio "wherever he starts to pull bands even on a national basis if he wants it."

The decision came out of a special national board AGVA meeting held all last week at the Henry Hudson Hotel, here with some 30 members of the 45-man board attending from all over the country.

There are now four danger spots, according to AGVA. Bright has started action as an individual in Pittsburgh, against that city's local AFM for pulling the state because he went on a dick-jockey TV show to be interviewed. Pressure has been up. (Continued on page 15)

COIN MACHINE EXPORTS HIT \$10,657,844 IN 1953

By TOM McDONOUGH
CHICAGO, Jan. 16.—An estimated 58,174 jukeboxes, venders and coin-operated amusement games were sold to overseas operators for \$10,657,844 in 1953. Thus, in 1953, more than 300,000 units with an aggregate value of more than \$100,000,000 were shipped abroad by operators from Mozambique to Manila.

The key to this huge plus market in recent years has been the steady development of new outlets in virtually every section of the globe despite morale-defeating embargoes which might well have reduced the revenue below the annual prewar average of \$1 million.

Exports in African towns near where Stanley found Dr. Livingston back in the '40's, it is now common for the price to be to buy gum thru venders and drop a few cents in a music box for the five-half hour entertainment. While all this is going on in Africa, there is a strong possibility some Japanese men and women are trying to win a few replays on a pinball game they play.

What brought on the sudden switch to the extremely modern bits of merchandise, bit by bit, scores of snacks and a few minutes of body English on a five-half hour entertainment, where three centuries entered strictly tradition and the comparably easy change of life at the clubs and pubs?

Joan Blondell Prepares Act

NEW YORK, Jan. 16.—Joan Blondell is reading a new act which will be launched in about six weeks. The opening date is not set, but the place will probably be in Pittsburgh.

Her new act will include Johnson and Madril, a two-boy team that has played the Palace in the past few months. They do light comedy, play instruments and sing.

Miss Blondell, former top picture name, will do bits with the boys and will also appear from the many musical films she was in. She will also do comedy routine with newly identified women who she did in pictures.

After the break-in date a spot has tentatively been procured in Ed Sullivan's "Toast of the Town."

SHEET SALES

Sudden Rise Signposts Fatter 1954

NEW YORK, Jan. 16.—A copy hungry Brill Building, mightily perturbed by declining sheet music sales thru the last half of 1953, started eagerly this week on the sudden upturn in sheet sales that started a fortnight ago.

The good movement of sales is not the surprisingly good movement on the burgeoning hits but the surprising gain again as a portent of fatter days for music firms in 1954.

Index

Category	Value	Change
Ad Council	100	+10
AGVA	100	+10
AFM	100	+10
Amusement	100	+10
Circus	100	+10
Coin Machines	100	+10
Excises	100	+10
General	100	+10
Harlem	100	+10
Hotels	100	+10
Light Shows	100	+10
Music	100	+10
News	100	+10
Opera	100	+10
Radio	100	+10
Records	100	+10
Shows	100	+10
Television	100	+10

Mutual Affiliates Meet Could Be Crucial

NEW YORK, Jan. 16.—Friendly work session or crucial staff session? That was the question asked around the trade this week about the meeting of Mutual affiliates that convened in Biloxi, Miss., on Monday (16). The opening session of the two-day meeting will be devoted to talks by selected top Mutual executives, including O'Neill and O'Neil. The content of the talks being kept close to the wraps this week. According to official Mutual spokesman, the network would make no specific proposals to the stations on future programming or sales operation. Rather, Mutual was said to intend to take advantage of the network to learn what the pleasure of the stations at large is.

But speculation existed in some quarters that O'Neill would bring into the meeting with a set of very specific proposals that he would punch across to the stations in no uncertain terms. Speculation went so far as to state that O'Neill would even consider disbanding the network if his

Sked Hearing Of Lee Case

WASHINGTON, Jan. 16.—The nomination of Robert E. Lee as a Federal Communications Commission, which will take effect after the Senate Interstate and Foreign Commerce Committee next week, is expected to be reported out of the committee, but a floor fight over confirmation of President Eisenhower's nominee continues to appear likely. Lee's nomination is among half a dozen to be given an airing by the committee starting Monday (18). The odds still favor Lee's confirmation. Chief opposition to the Lee appointment will come from foes of Sen. Joseph R. McCarthy (R-Wis.), who cites Lee's former association with the controversial Wisconsin senator. High on the list of opponents is Joseph Beirne, president of the CIO's Communication Workers of America, who has already filed a letter with the committee protesting Lee's confirmation.

WWDC D. J. HUNT NAT'L CONTEST

WASHINGTON, Jan. 18.—Radio outlet WWDC, who sponsors the annual "Miss Washington" beauty contest, was up to its ears in another kind of competition this week. After word got around in certain circles that the station is hunting for a new d. j. personally, auditioning had begun coming in from all over the country—so many that the station's manager, J. B. Strouse, decided to throw the competition open to all comers. Strouse cautioned that applicants should send in 15- to 20-minute audition records instead of showing in person, since the new showcase personality will be chosen by radio. "We're not running a beauty contest," he added.

formula or some variation of it is not accepted.

Option Plan
Mutual sources deny that the option plan that was dropped December 30 as the result of protests from many affiliates.

According to this plan, which (Continued on page 6.)

Dodge in Again With Rogers, Thomas Buys

NEW YORK, Jan. 16.—After several years of inactivity in radio and TV, Dodge Motors this week shifted its third show within the period of a week. The deal is for Roy Rogers on NBC. The motor car manufacturer has let two new contracts with Dunny Thomas on ABC-TV, and the Bert Parks Sunday night shows on the network.

The Rogers stunts will have a complete change of format and will be a combination of music and comedy. It starts Tuesday (23) in the 8-8:30 p.m. time period with a network of 200 stations. The Grant Agency is the Dodge advertising representative.

KDAL links With NBC-TV

NEW YORK, Jan. 16.—Long-time CBS Radio affiliate, KDAL, Duluth, Minn., this week came to an affiliation agreement with NBC-TV to cover its new move to station, KDAL-TV. The new move was made because CBS-TV signed WDSM-TV, Duluth, as its video affiliate for that area. Both stations are VHF.

KDAL-TV does not go on the air until March 15th and is being inter-connected until September 1. The current NBC-TV affiliate in Duluth is a UHF, WDTV. There is no switching of radio affiliations being considered at the moment, if they are prevented by contractual obligations.

See New Seg For R. Lewis

NEW YORK, Jan. 16.—Indications are that Robert Q. Lewis will have a fully-sponsored one-hour and a-half Saturday morning and a half-hour Sunday morning show in April. The comic is fully sponsored for an hour now Saturday mornings, 1-1:15, but plans are afoot to start his show at 10.

Doestkin Products wants to purchase him 10:45-11, and another want wants the prior quarter hour. Lewis current sponsors are An Camp, Line-Son, Mutual of Omaha and Nehi beverages.

DARLING OF TABLOIDS

Godfrey Snipes at CAA Officials, Cig Makers, Florida and Unilever

NEW YORK, Jan. 16.—The latest episode in Arthur Godfrey's career as a headline maker has confirmed the impression in the industry that CBS has a \$15,000,000 per year tiger by the ears and that he got Godfrey this week took on the Port of New York Authority, the Cigarette Makers of the nation, Florida and Unilever, as well as getting heavy press coverage.

His first move, Monday (11), was to poke fun at James Seward, CBS' radio vice in charge of Godfrey, and Lipton

Outlook Brightens for Pact on Tele-Music

NEW YORK, Jan. 18.—After years of frustrating and bitter negotiation, the outlook for an amicable solution of the television-music deadlock seems to be ever-brighter than it has ever been.

SERVICE

WNBC Plan Would Lure New Clients

NEW YORK, Jan. 18.—In a move to link public service announcements with a drive for more spot advertisers, WNBC is instituting a series of special service, which will be regularly scheduled in the same time period each day.

Also indie stations here have run regularly scheduled sponsorship services, and notably WNEW with its successful traffic information package. It is believed to be the first time a network flagship has such a service.

The plan, which starts Monday (18), calls for 20 different kinds of service spots to be aired daily, with copy ranging from tips on planning vacations and an employment bureau service to announcements about traffic, plans and train schedules for harassed commuters, market, weather, pollen count, birth announcements, and lost and found department for pets. The plan was conceived by station manager Ham Shea.

Radio Crusade, SRA Meet, Map Spot Time Drive

NEW YORK, Jan. 18.—The Station Advisory Board of Radio Crusade for Spot Radio and the directors of the Station Representative Association met today for the first time this week to map out an increased program of spot radio time sales for 1954. The board and SRA execs decided to increase the Crusade's selling activities, raise a fund of approximately three times the 1953 budget, and establish a scale of dues based on the stations' one-time, daytime, minute rate per hour.

SRA presy John Blair told the group that national spot business in the fourth quarter of 1953 is estimated to be the largest of any quarter in the history of radio—a fact he attributed directly to the Crusade's efforts. SRA's general manager Reg Rollinson announced that 40 agency clients are scheduled for 1954, and that a new spot presentation, bringing in more than \$1 date, will shortly be finished.

for not informing him sooner that he was most a Lipton's noodle soup. He also got Miami excited by claiming it was cold in the winter in Florida.

Godfrey's most heated clash came with the Port of New York Authority when he buzzed the control tower on Thursday (7) at the airport, and was the subject of a complaint to Civil Aeronautics Administration which conceivably could result in his grounding. After getting heavy press coverage, Godfrey, on his Thursday morning

Key telecaster executives this week indicated their firm belief that the matter would probably be settled. The American Society of Composers, Authors and Publishers was more non-committal, one topster stating: "A deal is not a deal until it is made." The aura of better feeling was called "unmistakable" however, based on facts as of late this week on both the network blanket and network program level.

Contracts, when they are set, will run for four years and will expire on December 31, 1957. The latest ASCAP-TV contract was for five years. It is known ASCAP specifically wishes a four-year deal, in order that the TV paper may not expire simultaneously with the radio contract. The latter terminates December 31, 1958.

The general rate structure is likely to be as follows: The network blanket license rate will be 2.2 per cent with 2.0 per cent of the gross as the figure for the same amount per program level.

Carter Buys 'Meet Millie'

NEW YORK, Jan. 16.—CBS-TV this week sold its long-time sustainer, "Meet Millie," to Carter Products for Tuesday, 9-9:30.

"This Is Show Business," now in its eighth season, is being dropped by Carter. Schick, who co-sponsored "Show Business," cannot get it to air.

It is not known what will replace "Millie" Saturdays if 7, when it moves to Tuesdays.

Radio Crusade, SRA Meet, Map Spot Time Drive

NEW YORK, Jan. 18.—The Station Advisory Board of Radio Crusade for Spot Radio and the directors of the Station Representative Association met today for the first time this week to map out an increased program of spot radio time sales for 1954. The board and SRA execs decided to increase the Crusade's selling activities, raise a fund of approximately three times the 1953 budget, and establish a scale of dues based on the stations' one-time, daytime, minute rate per hour.

SRA presy John Blair told the group that national spot business in the fourth quarter of 1953 is estimated to be the largest of any quarter in the history of radio—a fact he attributed directly to the Crusade's efforts. SRA's general manager Reg Rollinson announced that 40 agency clients are scheduled for 1954, and that a new spot presentation, bringing in more than \$1 date, will shortly be finished.

TELEVISION RADIO

ing (14) telecast saw fit to gibe at the network, who he claimed were "headline boppers."

Dirty Glasses
The wagers of Godfrey is rapidly becoming a reason for dirty glasses at CBS. The nation is rapidly becoming a radio pro and anti-Godfrey camps, with the ranks of the latter increasing as the redneck's penchant for a bad press alienates more and more people.

In spite of these incidents, sponsors are still lining up for Godfrey's Christmas, which however out of Godfrey sponsorship last week, it could have come to an agreement with him. It is not likely to be a rival cigarette, however.

Tobacco companies, fighting the scare talk about the relationship between cancer and cigarette smoking, are peeved because Godfrey has taken to smoking a pipe and has made remarks about cigarette smoking making him feel good. This (Continued on page 8.)

OTHER NEWS OF TRADE IN BRIEF

NBC-TV is lengthening its "Pinky" show to a half hour. The program, which runs from 3:15-3:30 as a strip, gets rolled back to beginning January 25.

Jerome Harrison, formerly an ABC-TV account exec, has been appointed to Everley sales manager of the web's TV network sales department, succeeding Jerry Smith.

The Christian Science Publishing Society renewed its sponsorship of "The Christian Science Monitor: Views the News" on ABC Radio for the ninth consecutive year on the web.

Martin Block has snagged four new advertisers for his local WABC show here, giving him a total of 15 sponsors for his new "Make Believe Ballroom" Jerry Marshall has 17 on his "Make Believe Ballroom" on WVEW, New York.

Peter Lind Hayes gets his own half-hour radio show on CBS Saturday afternoon, beginning February. Mary Healy will be featured in the family-type stanza.

the people SEE

E-T-V

Wilmington, Delaware • Channel 12

the people BUY

WDEL-TV advertised products

Write for information about your profit opportunity in WDEL-TV's large, rich market.

WDEL AM TV FM
A Steinman Station

Sales Representative
MEEKER

New York • Chicago • Los Angeles • San Francisco

growing growing growing

WDEL-TV

NBC • CBS • ABC • DuMont
Lancaster, Pa.

market prosperity... loyal viewing audience. Write for information

Sales Representative
MEEKER

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING

FAVORITE STORIES 3 AND 5 LIVES
BOSTON BEACHEE CEDAR RID
STORY FRIDAYS TOMMY TV THEATRE
HINDS SQUARE PLATITUDE

1320 Madison Road • Cincinnati 4, Ohio
NEW YORK HOLLWOOD

THIS WEEK'S SPOTLIGHT FEATURE

Distribution Sales & Marketing

'55 Marks Rise of 4 Major Film Buying Representatives

Barbet, Ginsburg, Salk and Hawley Are Top Reps; New Firms Doubtful

By GENE PLOTNIK

NEW YORK, Jan. 16.—One of the major developments in station film buying in 1953 was the upsurge of buying representatives.

Over 60 stations are now buying film through intermediaries based here in the East. This number is expected to increase in the coming year, though how far it will increase depends on several variables.

There are now four major film buying organizations. Their methods of operation are not all the same, though they are all essentially one-man organizations. These four buyers claim that they would welcome additional independent film buying organizations and that there is a definite place for them in the industry.

It appears doubtful, however, that their ranks will be expanded to any extent in the coming year. A film buying operation, according to those now in the business, requires a combination of money, know-how and determination that does not occur often in one individual.

Moreover, the acceptance of the buying rep by both stations and distributors has still to be fully proved.

Major Reps

The four major film buying reps, in order of their founding, are: Barbet, Ginsburg & Associates, headed by Sidney Barbet; Amalgamated, headed by Lewis Ginsburg; Stratton Film, Inc., headed by Robert Salk; and Mark Hawley Associates, Inc., headed by Mark Hawley.

Through the trade they are generally known by the names of the men who run them.

Barbet and Ginsburg have essentially the same type of operation. As film buying agencies they handle a number of station-owned film buyers. In all but few cases their stations do not employ film buyers within their own organizations.

Barbet and Ginsburg both work yearly retainers based on the size of the station's market. Their average fee on a weekly basis is said to total about \$2,000 a year.

Their contracts with their stations authorize them to negotiate not only for film and close deals. In taking on new stations, both Barbet and Ginsburg sit down with the program and station managers and endeavor to map

Morgan Preps 'Back Trails' Film Series

HOLLYWOOD, Jan. 16.—Film distributor Morgan is aiming at an early summer marketing date to start the first in a projected series of 13 independent documentary telefilms, "Back Trails." All filming will be done on Morgan's own stations. The series will reach higher than that programing, but the great majority of TV outlets are not interested in such programs, according to a National Association of Radio and Television Broadcasters survey out this week.

Although many of the outlets canvassed for information were unable to give exact figures on film film, the survey nonetheless has some indicative figures on expenses in TV film programing, with the average cost of a 15-minute spot at about \$120 per hour, as against the average cost of a 30-minute spot at about \$200 per hour, according to the survey's breakdowns. Estimated programing ranged from \$716,000 a year for outlets in the largest area to \$150,000 annually for stations in small TV markets.

Stations surveyed were broken down into five groups, according to the number of TV families in their areas. Groups were: 50,000 TV families; 50,000 to 100,000 TV families; 100,000 to 200,000 TV families; 200,000 to 500,000 TV families; and more than 500,000 TV families. In every classification the average number of film programing exceeded those of live programing.

out a complete film line-up for the first months of operation. Barbet is currently servicing 17 stations; Ginsburg is servicing 13. Both have additional commitments from grantees not yet on the air. Barbet headquarters in Beverly Hills, California, and offices here in New Haven. Both have offices here in New York.

Ginsburg's background in motion pictures distribution and exhibition has also been TV film buyer for the Charles Antell Company for the past three years, through which he got into buying for theaters in New England for three years, beginning in February.

Ginsburg also has experience in motion picture distribution. Amalgamated has been buying pictures for theaters in New England for the past 10 years. He got into TV film buying in June.

Bob Salk, station films a subsidiary of the Katz Agency, station rep, it grew out of the firm's available reports that Katz regularly issued to its stations for a couple of years. Salk services

18 stations, all but one of which are represented by Katz. However, the one non-Katz station is owned by a company whose stations are in markets are represented by Katz.

Expansion Duo

Salk expects the number of stations for which he buys to increase somewhat in the coming year. At this time he does not anticipate opening his doors to stations not affiliated with Katz. While Salk, in effect, works on a flat fee basis, actually his Station Films in a part of co-operative venture, since the cost of the operation is spread among the 18 stations on a pro-rata basis.

Salk has bought \$350,000 worth in his four months of operation, half features and half series. Mark Hawley's operation differs very basically from the other three. Hawley regards himself as a film broker. He gets his cut from the distributor, asks no fee from the station. As a broker, Hawley proposes to get discounts for the stations, graduated in proportion to the number of stations taking the same product. He proposes to facilitate this thru a system of quotation cards.

Hawley does ask stations to sign a contract naming him their exclusive film buying agent, but he also services station on a corresponding basis. Altogether, he has been buying for a total of 78 stations, off and on. He has not reported how many of these are contracted.

Hawley Operation

Hawley's is actually a multi-faceted operation. In addition to buying film for stations, he is acting as film consultant for advertising agencies, as New York representative for Hollywood producers, and as a buying agent for production.

In addition to these four, there are two other buying reps. One is Milton Mooney in Cleveland, who rep three stations in that area.

The impression was at one time that the rep business was dying. It would serve as a buying or consulting agency for the stations that were not capable of doing so, but they assert, it is ever proposed, that the industry will pull itself out of this slump by first refusal on the film it distributes.

In addition to the actual buying agents, the station reps in the rep business have increased. Film information services to their stations. It is widely anticipated that the station reps will use this type of servicing still further, though not going as far as Katz has.

Film, The Costliest Wins Vs. Live Segs

WASHINGTON, Jan. 16.—The cost of programing has increased to the number of TV families in their areas. Groups were: 50,000 TV families; 50,000 to 100,000 TV families; 100,000 to 200,000 TV families; 200,000 to 500,000 TV families; and more than 500,000 TV families. In every classification the average number of film programing exceeded those of live programing.

The greatest spread was noted in the first and last groups, with the average cost of a 15-minute spot being less than 11 hours of live programing as against almost 27 hours of live programing per week, while the large-market area averaged 11 hours of film programing per week as against more than 42 hours of film programing.

The survey was incorporated in a NABT television station film manual, first in an annual volume which will be available to NABT members, and is likely to be of use in improving handling of film programs.

The Billboard WEEKLY SECTION

MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES, plus, rotated weekly.

FEATURE TREATMENT OF THE FOUR MAIN ELEMENTS OF THE TV FILM INDUSTRY.

ADVERTISER & AGENCY FILM BUYING
TV FILM PRODUCTION
DISTRIBUTION SALES & MARKETING
NETWORK & STATION BUYING & PROGRAMING

Film Shows More Than Holding Own

Nielsen Ratings Refute Charges That Vidfans Prefer Live to Film Versions

NEW YORK, Jan. 18.—Network programing execs here breathe more easily this morning when the December Nielsen TV index revealed film shows are more than holding their own rating-wise with live shows both on a network and local level. The feeling in the trade is that the report should serve to soothe the nation's savage TV critics, many of whom repeatedly tout the superiority of live TV over film in their columns, backing up the views with alleged anti-film letters from readers.

John Crosby, of the New York Herald Tribune, and the World Telegram's Harriet Van Horn frequently express their dislike of film on TV while the most recent blast against its use was aimed by Ben Gross, the New York Daily News' TV editor.

According to the December Nielsen, four of the country's top 10 TV shows were on film and five of the top 15. "I Love Lucy" placed first, "Dragnet" second, "You Bet Your Life" fourth, and "Firezide Theater" ninth. Since only 37 per cent of all the shows rated by Nielsen were on film, the filmed shows actually presented a more successful picture, proportionately, than the live entrants.

8 of Top 15

The American Research Bureau ratings for December were even more favorable for film, with eight of the top 15 shows on film and 10 of the top 20 (see chart on page five, this issue). "Dragnet," "Lucy" and "You Bet Your Life" took first, second and third place in that order; "Miss Brooks" was tagged number 10, "Life of Riley" 11, "Ford Theatre" 12, "Firezide Theater" 14, "Burns and Allen" 15, "Big Town" 21, and "Playhouse of the Stars" 22.

In line with this, last month the top-rated show for each of the top 100 stations was NBC's "Dragnet," "Lucy" at CBS, and "Ozzie and Harriet" for ABC.

On the local level, of course, film has still a stronger hold on audiences. In New York, for instance, the TV figures for December showed that 50 per cent of the top 100 stations' film programing was on film.

ber showed that 40 per cent of the top 10 shows were on film (first, third, seventh, and eighth respectively), while six of the top 25 programs and nine of the top 25 were film properties.

ABC figures for Cincinnati indicate a similar pro-film trend, with 40 per cent of the top 15, 25 and 35 shows all on film. These percentages were down to four out of the top 10 on film, six of the top 15, and 10 of the top 25.

Sterling Earns Killian Costs

NEW YORK, Jan. 16.—Sterling Television Company, Inc., has already grossed almost on its Paul Killian film series to cover the cost of producing the 36-film half-hour package, plus all prints and distribution charges. All syndication sales were made in the last nine months.

The Killian show features the old Edison movies. Sterling is also readying another series of series with celluloid collectors' items from the old Biograph Studios. A child actress in one of the odds has since been identified as U. S. Ambassador to Italy, Claire Booth Luce.

ABC Lines Up TV Film Sales

NEW YORK, Jan. 16.—ABC's new film syndication department took advantage of the week's report called here for its TV and radio affiliates Thursday and Friday, and is ready to make a list of film properties via a special exhibit room and screenings for the broadcasters.

As a result, ABC's film syndication chief George Shupert called here for a flock of oral sales and commitments.

A list of the new buyers will be released as soon as the oral agreements are put on paper.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (savings of \$3 over single copy rate). Foreign rate \$20.

Payment enclosed Bill me

Name _____ 779

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 21, O.

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the first week of December in one-half of the cities surveyed individually by ARB. The complete study listing all cities surveyed is published on a two-week basis appearing in the Distribution and Station-Network issues of The Billboard.

The program titles are arranged according to category and as they appear in the rating book—no rank order has been attempted. For further information on distributors, number of sets in market, running time, etc., please refer to The Billboard's complete CATEGORY BY CATEGORY summary which appears in the Agency-Advertiser and Production Issues of The Billboard.

For further information on audience size and breakdown, the reader should consult I. A. American Research Bureau, National Press Building, Washington 4; 351 Fifth Avenue, New York; P. O. Box 6854, Los Angeles 22.

LOS ANGELES 7 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, ARB No., and Rating. Lists various programs like 'I Had Three Lives', 'The Man from the Jungle', etc.

MINNEAPOLIS-ST. PAUL 3 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, ARB No., and Rating. Lists programs like 'Foreign Intrigue', 'Captains', etc.

SAN FRANCISCO 3 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, ARB No., and Rating. Lists programs like 'China Smith', 'Captains', etc.

DETROIT 3 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, ARB No., and Rating. Lists programs like 'Dorothy Anderson', 'Redje', etc.

DAYTON 3 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, ARB No., and Rating. Lists programs like 'Redje', 'Foreign Intrigue', etc.

DYNAMIC COUP 16mm. Heel Print From 35 Negative

NEW YORK, Jan. 16.—Dynamite, Inc., claims to have developed one of the most advanced problems facing producers in regard to the negative print process. The new 16mm. print from a 35mm. couple negative in the new process is a more satisfactory 16mm. print from a 35mm. couple negative in the new process. But dynamic execs are not sure of the way.

Dynamic claims to have made 16mm. prints of an industrial film which is just completed in Eastman color for American Airlines. The 12-minute film is titled "Invitation to New York" and is being shown closely with De Luxe Labs. Dynamic got the results it wanted on the 16mm. answer print.

Nat Zuckor, vicepres of Dynamic, claims these 16mm. prints are superior to Kodachrome. Zuckor said they overcome the problem of overexposure, caused by deterioration in the 35mm. negative and turned out the prints at a satisfactory rate. But he wouldn't tell how.

The 16mm. prints will be distributed non-theatrically by American Airlines and Association Films. The 35mm. prints will go to the regular distributor, after which the 16mm. will be released for TV.

Rach Studios Multi-Sponsor Drama Series

HOLLYWOOD, Jan. 16.—Ital Roach, who this week is observing his 40th year as a film producer, is expected to wrap details of his projected hour-long dramatic series to be filmed expressly for multiple sponsorship. Long under consideration, series would be produced as "Dramatic Hour," a pilot filmed last fall.

Chief stumbling block has been selection of leading actors, it was disclosed in statements made yesterday dropped within the past weeks when an impasse was reached on terms to be offered by Agnes Moorehead as the show's star.

Other problems being worked out by Roach include means of distribution. It is known that Roach has seriously considered the advisability of forming his own distribution outfit if that course is feasible with prospective sponsors with whom he has been huddling for the past month.

Roach was a pioneer in the belief that telefilms must inevitably be produced by more than one backer. He now understands this belief and is of the opinion multiple-sponsorship will adequately support hour-long filmed production. At one time in the Billboard, November 14) he predicted that within five years more than 20 per cent of the half-hour or longer telefilm shows would be budgeted between \$50,000 and \$60,000 and hour-long movies for TV would be filmed for about \$100,000.

Dynamic Pix, Zuckor Enter Dist'n Field

NEW YORK, Jan. 16.—Dynamite, Inc. is primarily a distributor of industrial, documentaries and TV film commercials, is now venturing into television production this month. It is opening a 12-quarterly series of telefilms, "The Heel Print," by George Zuckor, formerly an assistant producer at 20th Century-Fox, and Executive Producer will be handled by Margaret Pfeiffer. The new Dynamic film will pitch "The Heel Print," a 15-minute serial on stories out of the life of a classic, the 13th of which will be the last of the next week: "The Continental," a 15-minute serial starring Renzo Cesana; "The Film," a 15-minute serial, a racing series, and 32 miscellaneous one-reelers. All were produced by Dynamic. The latter two packages were previously produced by Motion Pictures for Television, Inc.

Filmways Starts N. Y. Production Push Would Get Sponsors Into Ownership, New Studios Seek Upswing in East Activity

NEW YORK, Jan. 16.—Filmways, Inc., is launching a unilateral effort to help the amount of production activity in New York and to get more advertisers to invest in production. The firm includes a strong pilot sponsor ownership of film series through the production process.

Filmways has just completed construction of a new studio midtown, which it claimed, is the second largest in New York. Marty Ranshoff, exec vicepres of Filmways, hitherto a film commercial producer, claims it can bring in shows with these new studios to 25 to 25 per cent less than it would cost West Coast producers for the same product.

The firm is currently pitching a deal at several sponsors by which Filmways would undertake the physical production of properties owned by the sponsor. The advertiser would maintain ownership of a majority share of the production.

With its new facilities, Ranshoff said, Filmways can turn out a quality half-hour show for \$14,000 to \$17,000. The main gimmick, he indicated, was that the studio was set up on the basis of reliance on the same crew as on the basis of motion picture production. TV overheads, as in the case with the West Coast studios.

Savings are further effected by maintaining a full crew of 15 to 25 as to eliminate the necessity of free lance work, he said. Filmways' body crew of 150 men, Ranshoff said the firm proposed to make full-time savings by proper planning in advance and elimination of wasted materials.

The firm's show stage measures are 40 feet and has 15 feet ceiling. Ranshoff said it can hold six or seven sets at once. Filmways, which has been in business two years, has produced commercials for Kellogg, General Foods, Schlitz, Beer, Kaiser-Frazer and Bulova Watch.

Ranshoff said his firm is now getting its getting into production will not necessarily be limited to TV. The company is already taking steps to acquire still further studios.

The concept of sponsor ownership.

Hewitt, Collier Joining MPTV

HOLLYWOOD, Jan. 16.—Sales managers for two additional areas have been named by Edward D. Madden, vice-president and general manager of the film syndication division of Motion Pictures Television. Madden said that he and his staff have been called in San Francisco and Los Angeles by John Hewitt and Bruce Collier, manager of the movie advertising business of United Film Sales, Inc. and also former TV account executive for ABC in the Los Angeles area.

Collier, who has been in the Los Angeles area since 1948, is now in his new capacity will cover Texas, Oklahoma, Arkansas and Missouri.

Top Ten Network Film Shows and comparative rank among all web shows

Table with columns: Rank, Title, Network, and Rating. Lists top 10 network film shows like 'Dagnett', 'I Love Lucy', etc.

ship of film shows, which Filmways is now plugging, has always had numerous advocates in practice as well as in theory. The distributor or sales agent's cut, (2) thus reducing the base on which the advertising commission is computed, (3) enabling the advertiser to share in the production investment by residual sales, and (4) opening an opportunity for a capital gains deal.

A further advantage is that it enables the advertiser to have more direct control over the format and production values of his show.

On the other hand, many advertisers feel they don't want to get into the film production business, which is a real specialty. Another deterrent to wider use of this concept has been the shortage of network time and strength of the networks' own film packaging.

Leading examples of shows in this category are "The Big Town" and "The Big Game," both owned by Lever Brothers' "Big Town," "The Big Game," owned by Procter & Gamble's "Freside Theater."

President of Filmways is Ed Kasper.

U. S. Literary Series Mapped By Playhouse

HOLLYWOOD, Jan. 16.—Autographs Playhouse, headed by Eugene Solow and Brewster Morgan, has produced a new series of hour-long telefilms based on all published material from American literary classics. The series will be cast in top roles, with producers, General Foods, Schlitz, Kaiser-Frazer and Bulova Watch.

The series will be produced by March at California Studios, here for September delivery.

Some works will be filmed for TV are John Grisham, John Hersey, Gladys Hasty, Charles Brock, James Willing, Joseph Hergesheimer, Paul Horan, Lloyd C. Douglas and Joseph LaFare. First runs of the three Steinbeck stories from "Forsyte" and "The Grapes of Wrath" by Solow and Morgan to the Ford Foundation for showing on CBS-TV "Omnibus." Shows starred Thomas Mitchell, Fuzzy Stender, New Arnes and Tommy Rettig.

Lever Commercials Shot by G-K; to Hypo-Co-Ordination

HOLLYWOOD, Jan. 16.—Grossing \$1 million in 1953, the production of 15 commercials for Lever Bros. even as the latter's advertising budget for 1954 is being supervised here with G-K brass to the aid of a plan for co-operative advertising.

John R. Allen, manager of advertising for Lever, held conference this week with Harry J. G. Allen, vicepres. of G-K, and Vernon Krasne, and Vernon Krasne, vicepres. of G-K, in his new capacity will cover Texas, Oklahoma, Arkansas and Missouri.

(Continued on page 7)

WGSB-TV Category Time Protects Dialer

By WILLIAM C. LACEY
Manager, Film Department,
WGSB-TV, New York

When a man takes out his family for an evening at the movies, he has the responsibility to determine whether the picture they are about to see is suitable for his family group. He's paying to see the show and should know at least a little, from reading the reviews, about the film his family is going to witness.

When a television station schedules a feature film, it too must assume certain responsibilities in determining whether the film is fit for a family audience and should be aimed at adult viewers.

To make sure that a film designed primarily for adult entertainment does not get scheduled at a time period when a family audience is apt to be watching, we at WGSB-TV have set up a system which categorizes every film in our library into two groups.

Two Categories

After being screened, each film is placed either in "General Release" or "Preferably Evening." In the first group go all pictures that will provide good entertainment for all types of audiences.

The second group contains pictures which normally would be included in the "General Release" category, but because they could be construed by some people to require the experience of adulthood to be fully understood and appreciated, they are placed in the "Preferably Evening" group to insure that they will be seen in the late evening when the young fry audience is definitely a minimum. A surprisingly small percentage of the several hundred pictures currently under contract by WGSB-TV are placed in this second category.

Since television is free to everyone and is seen in the homes of millions of people of all ages, of all religions and of many, many national backgrounds, there is always the chance that a few individuals may be irritated or disturbed by what they see. It's our film editors' job to see that those irritations are kept at a minimum so far as the station's feature film programs are concerned.

Editors' Job

Quite often features when first offered for sale that WGSB-TV seem, during their initial screenings, to contain portions that could be termed objectionable. However, upon closer examination, it becomes obvious that our editors can, with careful editing, eliminate these portions without damaging the continuity of the story line. This they do, and the film is ready for use.

Of course we've come up against features which never

could conform to our standards even with the most expert editing. A feature was submitted several weeks ago which, because of its fairly recent production date and good cast, was a very interesting and hopeful prospect.

Sad to say, however, it was necessary to reject the picture because immorality was the main theme thrust, with many suggestive costumes, situations and elements of dialog which we considered morally harmful.

It is always the desire of the station to comply with what is so well stated in the preamble of the National Association of Radio and Television Broadcasters code where it says that "it is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between host and guest."

'Ford Theater' Series Gets 164 Stations

NEW YORK, Jan. 16. — It is expected that next week 161 TV stations will be added to the network of 83 currently used by Ford Theater for its vidfilm series, thus making it one of the largest webs of its kind.

The hook-up is being made possible because of the special deal by the motor company with its dealers who are buying the time but getting the program free from the parent firm. Ford has made agreement with Screen Gems, which produces the series, which allows the show to be used on such a basis at a nominal price.

The show airs via NBC-TV at 9 p.m. EST. Thursdays. About 70 of the new outlets will be fed by the network; the remainder will air the series on a spot basis.

Mutual Affiliate Meeting

Continued from page 3

went into effect October 1, the stations took a reduced number of network shows for which they received no payment, and in return for this the network gave them an increased number of co-op shows, for which the stations paid nothing.

Despite the failure of that plan, O'Neil is said to be still enamored of the programs—in place of payment concept, in the belief that a fourth radio web cannot survive in the present situation along conventional network lines.

The agenda of the convention itself suggests that the stations anticipate receiving something in the way of concrete suggestions from the network.

Convention Agenda

The 9:30 a.m. to 12:30 p.m. session on Monday will be devoted to talks by Herb Rice, head of creative programming, and Bert Hauser, head of co-op programming. It will wind up with a talk by O'Neil.

After lunch, the 2-3 p.m. session will consist of a presentation by Robert Schmid, administrative vice-president in charge of sales

and advertising. From 3 p.m. until 6:30 p.m. at the latest the stations will hold a closed meeting from which the network brass will be excluded.

On Tuesday the entire meeting will be an open session at which the affiliates will have a chance to fire questions at any of the 14 network officials present.

Gains Are Stressed

But, according to Mutual, the opening talk by O'Neil, Schmid, Rice and Hauser will only be a review of the network's progress to date, pointing up the fact that in 1953 Mutual pulled its second greatest gross and highlighting the new programming the network introduced in the past year.

Upward of 200 stations are expected to be represented at the meeting. It will be the first such full-dress get-together the Mutual stations have had in six years.

The station managers are attending at their own expense. The network is footing the bill for dinner and entertainment Monday evening. Talent on the bill will include Lanny Ross, Jimmy Nelson and Johnny Olsen.

this is

N.T.A.

to stations,
agencies and sponsors

- THE LARGEST . . . MOST DIVERSIFIED LIBRARY OF QUALITY TELEVISION PROGRAMS ON FILM.
- 22 EXPERIENCED TELEVISION REPRESENTATIVES IN 14 PIVOTAL MARKETS.
- TELEVISION'S MOST COMPLETE MERCHANDISING PACKAGE WITH EACH PROGRAM SERIES.

to producers . . .
all of the above, PLUS

- SATURATION COVERAGE OF THE NATION'S TELEVISION STATIONS, ADVERTISING AGENCIES AND SPONSORS.

TV Film
Greatest of the Week

WILLIAM LACEY

William (Bill) Lacey has become a specialist in his young life in the purchase and programming of feature films for video audiences. Now the manager of the feature film department of the CBS-TV network's flagship station, WGSB-TV, New York, Lacey was supervisor of editing in the Du Mont network's transcription department. Lacey is married, has two daughters and was an aviator in the amphibious forces during World War II.

these are the programs . . .

HALF-HOUR:

China Smith • Orient Express • Play of the Week • Postman's Delight
International Playhouse

QUARTER-HOUR:

The Parsley • James Mason • Bill Curran
The Eye Guller Show • Babe Ba Babo
TV's Baseball Hall of Fame • The James
Mason Show • Find a Hobby • Telequiz

PLUS:

Men's Heritage • Vi-Quiz • Superman
(Continued) • Westerns • Feature Films
American Sports • Music from the Masters
Sounds of Time

Official Mulls 'Gallant' Option Pick-Up Plan

NEW YORK, Jan. 16.—Official Film this week was considering whether to pick up its option to distribute "Captain Gallant of the Foreign Legion," the vidfilm series which stars Buster Crabbe. Official was given three months to decide whether to distribute the series, the option for which it paid \$8,700. In the event it does not exercise its option, its money will be forfeited, but it will receive 25 per cent of the producer's share of the series until it gets its dough back, if the show finds another sales representative.

More Dough
If, however, Official decides that it wishes to syndicate the show, it must advance another \$5,400 per film for each of the next three films to get the rights, which would bring the total up to \$6,300 per film. And thereafter it must advance \$6,300 per film for the next 23 in the series. For this money it will receive in perpetuity the video sales rights for the United States and Canada.

Official's distribution fee is to be 15 per cent on a national sale, 25 per cent on a regional sale (five markets or over) and 40 per cent on a syndicated basis. Official is to pay for prints, advertising and shipping.

Lever Commercials

Continued from page 5

between sponsor, advertising agency and production unit.

Others involved in the discussions were Ed Sutherland, of McCann-Erickson; Joseph Leopold, Sullivan, Stauffer, Cowell & Bayler; Les Peart, BBDO, and Louis Snyder and Robert Black, J. Walter Thompson. Hampton Howard, G-K New York rep, also has been sitting in on the conferences.

NFTC to Launch Exams on Color TV Pic Problem

NEW YORK, Jan. 16.—The National Television Film Council is launching examinations of the color TV film problem. At the board of directors meeting last week, it was proposed that the NFTC hold closed-circuit screening in May of color film recently turned out by its member producers.

It is planned to have all the technical, production and lab personnel involved with those films present at the screening for a bull session. Dr. Alfred N. Goldsmith, who was elected chairman of the board at the meeting, said he would try to arrange for the closed-circuit TV facilities.

The project was proposed by Al Stahl, head of Animated Productions. Stahl is moving to have NFTC set up standards for color TV film at the lab level. If the labs agreed to work within definite standards, Stahl claims, the producers would know what leeway they had, especially in regard to lighting.

REPORT NTA MOVING TO TAKE OVER UA-TV

Aim Is to Get Distribution Rights to 'Cowboy G-Men'; Landou Denies Report

NEW YORK, Jan. 16.—National Television Associates, Inc., the newly-formed syndication outfit headed by Ely Landau, this week was reported to be moving to take over United Artists' TV operation. UA was last week reported to be in the process of liquidating its TV department. NTA's aim according to the report, is to get UA's distribution rights to "Cowboy G-Men," which is produced by Mutual-Telefilm Productions.

Landau denied that he was involved in any such negotiating. But the rumor had it that Joe Harris, a former vicee of Motion Pictures for Television, Inc., was carrying out the negotiations with UA. NTA already distributes four packages owned by the syndicate headed by Harris.

Giving further credence to the NTA-UA rumor is the fact that NTA this week named David

Wolper, a charter member of the Harris group, its vice-president in charge of sales. Murray Wolf, who was originally designated for that job, was named as a senior corporate vice-president. Wolper had originally been put in charge of NTA's Chicago office. To replace him in Chicago, NTA has hired Robert Taylor "Brien," who was former UA-TV sales chief for UA-TV. The Chicago office is one of the 11 offices that are owned by its franchised agents.

UA Rumor Notwithstanding
The UA rumor notwithstanding, NTA has already taken steps to expand its catalog still further. It has taken over the distribution of a new 15-minute series "Your leaders." The show was produced in Hollywood by Portland Productions, a firm owned mainly by actor James Cagney and his actress wife, Pamela Kelline. The series consists of readings from the classics by the Masons and Richard Burton.

NTA is also distributing 13 filmed segments of "Pantomime Quiz" which Ross acquired recently from Bill Brudly. The live version of the show is currently on the Du Mont network and sponsored by Parliament Cigarettes. The film series, like the live, was produced and emceed by Mike Stokely. It had limited distribution about a year ago.

Ross some time ago also acquired a 15-minute kiddie series from Mahlon Mobley titled "Bobo the Hobo." Ross also has the TV rights to a small group of feature films previously handled by his Emperor Films.

Headed Hollywood
Wolper was one of the founders several years ago of Flamingo Films, along with Joe and Jim Harris and Seymour Weintube. The firm was absorbed three years ago by MPVT and its assets were reaped of MPVT until they resigned last month. Wolper was in charge of MPVT's Hollywood office, where he established an impressive sales record. UA-TV thru 1953 had operated on a static basis, in that it did not have any new production and made no production investments. Its liquidation is said to have forced from UA's decision to sink all its working capital into motion pictures.

'Waterfront' Hits 300G

HOLLYWOOD, Jan. 16.—With negotiations expected to be concluded this week with the two additional regional sales, business for Roland Reed Productions' Preston Foster starring telefilm series, "Waterfront," will hit the \$300,000 mark. This was revealed today by Guy V. Thayer, Jr., vice-president.

Sales to date thus give "Waterfront" a big initial boost in that by the kick-off showing date in mid-February it will be showing in five regional areas over approximately 30 tele stations. A six-week delay in resumption of shooting caused by pre-production preparation ended in "Waterfront" when work on the second episode in the series starts at the Hal Roach studios.

Meanwhile, Thayer announced that a production loan agreement had been reached with the Chemical Bank & Trust Company of New York for financing of the first 20 half-hour films.

At the same time Thayer revealed details of a two-year contract with Standard Oil of California which will sponsor the series in the seven Western States and Honolulu. At the outset Standard will sponsor "Waterfront" over 12 stations. The contract, with options, provides for a second production in the first series and at Standard's option, to film 13 more episodes for the second series within six months if the contract is in force. Additionally, Standard is given the choice of re-running any 13 out of the total of 30 filmed.

The second year of the contract is identical with provisions of the first year. This provides for the filming of 26 new half-hour stories, plus an additional 13 and a choice by the sponsor of re-running 13 out of the 39 total.

... a dynamic, new, important force in the distribution and merchandising of quality television programs on film

N.T.A. has developed a tremendous catalog of quality television programs on film... a huge, new library of successfully sponsored programs already delivering mass audiences to advertisers in many markets... of low, low costs... everything from Kiddie Shows to Dramas... "Whodunits" to Sports programs.

N.T.A. has representation in 14 prime markets with 22 experienced, hand-picked men living in the field... serving stations, agencies and sponsors. Each of these men lives, talks and dreams television. Each knows station facilities, each is familiar with local and regional habits, each knows the economics of the market first-hand. Most important of all... each will conscientiously aid in selecting the best program for the selling job you want to do.

N.T.A. has a realistic... powerful... and complete sales-merchandising and promotion package to support and tie-in entire campaigns behind each N.T.A. series. This N.T.A. Plus Package contains: window streamers, counter cards, newspaper mats, live announcements, station slides, publicity releases, direct mail pieces and a host of merchandising ideas.

Call Your N.T.A. Man Today! He's Only Minutes Away!



National Telefilm Associates

101 West 55th Street, New York 19, N.Y. • Columbus 5-8646

Ely Landau - President

MARTIN ROSS - Executive Vice President

OFFICES:
Samuel Tebbels
120 So. Beverly Drive
Beverly Hills, Calif.
Clatskanie 4-3113

Earl Baum
415 Van Ness
Philadelphia, Penna.
Arlington 1-1826

Max Dubinin
218 Fox Building
Detroit, Michigan
Woodward 3-2923

George Phillips
3214 Olive Street
St. Louis, Mo.
Jefferson 8297

Don Swartz
1109 Curtis Avenue
Minneapolis, Minn.
Lincoln 2913

Robert Patrick
2081 Annapolis
New York 1749

Ken Raincoll
9842 Leona Avenue
Dallas, Texas
Ebbot 8280

Fred Meyers
123 Parkside
Chicago, Ill.
Marquette 5-2048

Dave Chittenden
Frank Ross
3711 South Olive Highway
Miami, Florida
Miami 67-2111

Arthur Schuler
Philadelphia, Pa.

ADDITIONAL OFFICES: Chicago, Atlanta 27, Boston, Massachusetts • District of Columbia

ASSOCIATED NIGHTCLUBS AND Niteries Ops Bewail

Mounting Losses From TROA Scores Local Tax Bites; Relief From 20% Fed. Excise Tax Sought

It is unfortunate it will throw most musicians out of work. It is what we want that we prefer to work with live music. But that is what Petrillo wants. He apparently is ready to put more of his members on the relief rolls."

An AGVA resolution said that this dispute "remains" entirely from the realm of a jurisdictional dispute and makes it an out and out local AGVA, the Associated Actors and Artists of America and its total membership. It was therefore resolved that an immediate meeting be held of the International Board of the Four A's for the purpose of proposing and recommending a resolution to the present Four A's resolution, pledging full support.

More than 140 live music. Under the Taft-Hartley Law any sympathy strikers by any of our members against AFM might be considered as second-class citizens.

NEW YORK, Jan. 16.—Night club owners in the United States are keepers of the greatest herd of sheep in any of the countries has ever seen, according to a survey made by the Theater Resistance League.

TROA, now seeking tax relief on the 20 per cent revenue base from the federal government, stated that most of the cities justify the mounting losses of a popular pastime of adding local taxes on the alleged "entertainment."

Providence Fight
The Rhode Island Central Labor Union has entered a battle on the side of AGVA. Arthur W. Devine, head of that State's Federation of Labor, writes George Mezey, AFL president last week that AGVA performers were asked to join AFM on a special rate of \$5 for temporary cards. He charged AFM with violating a no raiding agreement advocated at the recent AFL convention.

It is considered doubtful if any of the Four A's can give AGVA in nature, and told the court the hotel has no intention of becoming involved in politics. Levinson was not questioned about the resolution.

Meanwhile, however, Jack Irving, AGVA administrative head, has been ordered by the board to recruit members to get their music books and ready to work without live music. New deals may also be offered operators who may be forced by contract to pay or play AGVA people by reducing certain terms if their music is pulled.

Mass Quitting Of AGVA in Can. Reported

TORONTO, Jan. 16.—A mass resignation from the American Guild of Variety Artists is reported to have occurred in Toronto as the result of a blacklisting of the actors' union by the Toronto branch of the American Federation of Musicians.

"The whole history of the clubs since the beginning of World War II has been to have a steady open season from the laxing today thru union demands and licensing organizations. Now with the gay with a loose buck almost extinct, niteries are trying to attract the occasional spender and the ops are finding their prices are just too high. Lowering them means complete financial disaster. So caught between the fixed overhead of labor and food costs and the increasing cost of any act that will make a buck, the poor op goes along losing his money, and the patron can get to come up with a big bite that his him every month," the article in Let us talk TROA, conclude.

UNION THREAT STIRS VEGAS

Casino Dealers Reported Dicking With CIO Unit

Jobs were threatened if they did not join the union. Eddie Levinson, Sands partner in charge of the casino, took the unionists to court, admitted questioning his men to quit the club. He said he considered it political.

Some dealers who favor organizing claim their wages have not improved in 20 years, and they have no job security, being employed at the whim of bosses without any seniority. Some dealers who favor organizing claim their wages have not improved in 20 years, and they have no job security, being employed at the whim of bosses without any seniority.

AGVA members are being given the arbitrary status of an initiation fee of \$10. National dues are to be held in escrow until the time is performed will form another union.

A short time ago it was the military stand taken by AGVA that musicians here were assisted in obtaining wages, tips and concessions. We urge you to use your good offices to settle this jurisdictional dispute on a national level.

Dietrich Tour Planned For S. F. to Palace

NEW YORK, Jan. 16.—Marlene Dietrich will do a four to six-week stand at the Curran Theatre, San Francisco, starting March 14, and will then tour cross-country, starting here if present talks jell into a deal.

As one casino boss put it, "If I catch a dealer selling, I don't think I should have to take a business agent and risk a strike if I've him."

The local served notice that effective January 17, the musicians would accept the same bills with AGVA members. The local served notice that effective January 17, the musicians would accept the same bills with AGVA members.

Some of the clubs have just given up the ghost. Others are going to be using every angle to stay in business. A very few are going along showing and making a profit on their huge investments.

In Montreal the musicians have been told by their local to stop playing for AGVA acts starting February 1. Cafes and night TV stations have been told by AFM to stop obtaining their acts direct from the local. Artists who have been advised they can get working permits for AFM for \$10.

Deal was started by Bill Miller, Sahara, Las Vegas, booker, when Miss Dietrich played his room. Terms call for Miller guaranteeing her an undisclosed weekly sum (estimated at \$10,000), with the basic deal calling for 30-split. Miller, who will produce the tour, is now looking for people to join the unit. His intention was to use some of the better acts which played the Sahara, the local not necessary on the same bill.

Some dealers who favor organizing claim their wages have not improved in 20 years, and they have no job security, being employed at the whim of bosses without any seniority.

Non-AGVA acts can be booked through New York thru recognized agencies, according to Murdoch. These are Music Corporation of America, General Artists Corporation and Associated Booking Agencies. The musicians' union will not violate contracts of employers which run past January according to Murdoch.

The theater owners are reported definitely against any abolition of the admission tax and do not believe anything to be doing the helping along will reduce the cabaret tax.

Bull has been instituted against AFM by AGVA in an effort to get a restraining order.

After the Curran date, plan is to open at the Bitmore, Los Angeles, then travel cross-country, working cafes, theaters, etc. finally ending at the Palace.

Exploitation method is believed to be the first time night club operators will be sold via television.

The musicians' union is not seeking the money or the membership of AGVA, said Murdoch. He stated that the AGVA is cancelling a jurisdictional agreement with the American Federation.

NEW RECORD

Tab Show to Chalk Up Year As V. Niteries

NEW YORK, Jan. 16.—The piling up of options at the Verbal Show will extend the run of the same act, it started with, featuring Lou Nelson and Georgie Kaye.

Bright charged Petrillo with wanting to control the entire entertainment industry and set himself up as czar by "Petrillo who keeps talking about finding work for his members has done more in 1953 to record music than he has thrown his people out of work than any other single man. We too are ready to work with live music. We can also use recorded music."

Tiny Sinclair, 30 Comedienne, Dies

NEW YORK, Jan. 16.—Tiny Sinclair, comedienne, died of a cerebral hemorrhage Thursday at the Memorial Hospital here. Miss Sinclair was hurt six weeks ago when she tripped going off the stage at the Royal Club, Montreal. She laid off for several months because of the injuries. When the pain ceased by the date, continued the underlying cause of the cerebral hemorrhage was discovered.

Trailers to Plug Hollywood Niteries Dates

HOLLYWOOD, Jan. 16.—Aware of the growing importance of the trailer in the promotion of niteries, restaurateur Nelson Eddy is set to film a series of 30-second and one-minute spots which will be playing excerpts of his act. Eddy will turn same over to clubs and hotels which are not peers, with the latter purchasing the trailers at air time for free.

Extra Added

Girls, an acro-tion line, were booked in the Casino MGM at Stockholm, for four months starting May 1. They are now at the Alpine Village, Cleveland. James Mellon goes into the Coconut Grove, L. A., March 3.

Show cost of the show was about \$5,500. As subsequent weeks were picked up and business not only was increased, but new deals had to be made. The current show costs operators Nick Proun and Arnold Rosenfield about \$2,000. Recent options picked up will extend the run until April 18, 1954. Package has the same cast, it started with, featuring Lou Nelson and Georgie Kaye.

Music 24 Hours A Day in Vegas

LAS VEGAS Nev., Jan. 16.—A new entertainment policy will be followed by all the major hotels in their cocktail lounges starting in the next few weeks.

Tiny Sinclair, 30 Comedienne, Dies

NEW YORK, Jan. 16.—Tiny Sinclair, comedienne, died of a cerebral hemorrhage Thursday at the Memorial Hospital here. Miss Sinclair was hurt six weeks ago when she tripped going off the stage at the Royal Club, Montreal. She laid off for several months because of the injuries. When the pain ceased by the date, continued the underlying cause of the cerebral hemorrhage was discovered.

New York Betty and Jane Kean will open at the Latin Casino MGM for about \$3,000.

Brian Burnis expected here from England to look at acting may make a deal for "Jazz" Francis Faye, being produced by Phil Kahl, claiming to be a former manager of Lillian Roth's Corporation. General Artists Corporation Denon is contracted with Marcel Ventura now being booked by George Bernshaw, a Texas booker, who has lots of the following.

Chicago Sid Kroll, who recently closed his Chicago Theatre with Marionettes, will open at the Casino Toronto January 21 for two weeks.

Brian Burnis expected here from England to look at acting may make a deal for "Jazz" Francis Faye, being produced by Phil Kahl, claiming to be a former manager of Lillian Roth's Corporation. General Artists Corporation Denon is contracted with Marcel Ventura now being booked by George Bernshaw, a Texas booker, who has lots of the following.

There was a tumult some weeks ago when Kaye and White and Ed Sullivan's "Toast of the Town" were expected to be lent, but peace was finally restored. However, two columnists got into the fray—Walter Winchell and Hy Gardner. Winchell because of "the Kaye was let Gardner took the air, threw a couple of very hot remarks at White and by inference.

Apparently this electronic exchange didn't hurt Kaye or the already good, picked up as al-

Sharp Upturn Reported In Music Sales for '53

WASHINGTON, Jan. 16.—A brisk upturn in 1953 disk, sheet music and musical instrument sales was officially revealed this week in two government reports.—Internal Revenue Service and Commerce Department. Radio, phonograph and TV set sales were also reported up, despite lower department store volume.

Receipts from the excise tax on disks totaled \$3,241,000 in the first five months of fiscal 1954, a gain of 14 per cent over the \$2,811,000 of fiscal 1953. This is a gain of almost 30 per cent over receipts in the comparable part of the previous year. November receipts totaled \$2,215,000, an increase of \$1,611,000 over the previous November take. Receipts were unusually large in November, IRS officials say, since manufacturers are now required

Victor Grooms Hi-Level Execs via College

Kanaga & McCrae Off to Harvard; Bullock Advances

NEW YORK, Jan. 16.—Larry Kanaga, national sales and merchandising manager of the RCA Victor record department, will take a leave of absence from his post early in February to attend the advanced management program of the Harvard University Graduate School of Business Administration. Taking over his duties in the post of acting sales and merchandising manager will be Bob Bullock, who is also the diskery's sales planning chief. Another RCA executive to leave for three months course is Bob McCrae, Northeastern regional manager of RCA products.

Kanaga will vacation for a week or two prior to attending Harvard management course, which starts February 24. He is not expected to rejoin RCA until early in May. It is not known whether he will return to his present post with the record department, which has been pointed out that the majority of the executives attending the school at the best of their companies move into top jobs, which will be limited to the course.

RCA's announcement that Kanaga and McCrae will attend the course notes that the move is part of an over-all company program of executive development.

Buffalo Test Area for Col. LP Promotion

NEW YORK, Jan. 16.—Columbia Records tests off a test promotion in Buffalo and Syracuse (17) for two weeks. The promotion, which is limited to Buffalo only, offers consumers a Columbia LP at half-price for \$2.99 and a Columbia 45 bought on a list. This means that if a customer buys a 12-inch LP for \$3.95 he will also purchase another 45 for \$2.99 during the two-week period.

Price of Columbia LP's to dealers, for the past week, have been fixed by 25¢ per set so that stores can offer the special to their customers. Dealers cost goes back to the manufacturer when the experiment is over. The plan will diversify the bonus deal in Buffalo newspapers, as well as via store streamers, if the plan reaches as many consumers as possible.

If the plan is successful, the diskery may use it in other cities.

(Continued on page 16.)

RC DEVELOPS CASE OF IVY

NEW YORK, Jan. 16.—RCA Victor execs are equipped with an invulnerable privacy may be brewing within the company since the diskery's assistant chief Harry Kanaga is set to attend a special Harvard course (see separate story) and the diskery's star firm chirp Eartha Kitt is expected to carry off the Yale junior prom. The Sauter-Finegan band has been booked only the latter date on February 26. Miss K.R. will be attending Yale, if only for the evening just two days after Kanaga is enrolled at Harvard.

Cap's B'wood, Ardmore Get Chicago Hq.

HOLLYWOOD, Jan. 16.—Ardmore and Beachwood, the Capitol Records' music publishing company affiliates, have opened a Chicago office to exploit their group in the Midwest.

Their chief executive, Fred Friedman, was scheduled to leave yesterday; to set up temporary headquarters in the Clark Hotel, Chicago.

Ardmore and Beachwood will now have representation in Hollywood, Chicago and New York, after earlier staffed by Duke Niles for the past two years.

Friedman will continue working on Capitol's "Big Top" series of 1053 titles, in addition to four new titles believed to have hit potential.

REVOLUTION IN MANUFACTURING—II

Injection Makers Aim for Injection Quality & Wear

By BOB ROLOZTZ
This is the second in a series of articles on disk-making processes.

NEW YORK, Jan. 16.—One of the most frequently raised questions about the injection molding process concerns the quality of quality, which has been the traditional method of injection technique. The question of quality, which was of minor importance only a few years ago, is now becoming more important as 49%, and especially LP's, start being made this way.

Styrene used in injection disks was developed specifically for records. Two qualities were desired for this disk material: first, that the material be free of inclusion of sound. Neither vinyl nor shellac was suited to the technique, because the injection molding process aimed at with styrene was the wear and quality standard set with vinyl 45's and LP's.

There appears to be little doubt that the 45's and LP's made by injection by Columbia, Bell and a few other companies are equal quality-wise and in durability to those to compression molded.

Columbia has been making the majority of its 45's by this pro-

cess for six months and has had no untoward squeaks. Columbia Tri-Phonics, the firm's record division, has been making injection 45's for a number of years. Hot-label clients and has had no complaints here either. If there was any quality loss in the disks, it was their didn't last. It could have been kept secret.

Pre-Tested
Before releasing any injection LP's, the firm's engineers test the microgroove disks. It was only a few months ago that the firm released any injection LP's for the market and even now they are releasing only a small amount of these LP's as arguments for consumers. According to Columbia, the firm's injection LP's is a better sounding disk than the compression LP's.

The firm's engineers claim the disk gives a better bass response than a vinyl platter, and that the sound is brilliant.

Outlook Brightens for Pact on ele-Music

Continued on page 3
local blanket license. These will be the percentages on virtually all programming except political broadcasts. The radio rate is 10 per cent. This figured to \$265 per cent.

The local per program license rate, it is believed now, is likely to be 5 per cent of the program containing ASCAP music, but if the music is not ASCAP music, the rate is likely to be 4 per cent.

The local blanket sustaining rate under the new formula was the highest half-year rate in the industry, likely to be the highest quarter-card rate. Like the old formula, it will be payable every month.

Reductions
The new rate structures, if they are finally approved, represent substantial reductions in rates for telecasters and yet promise a very

Disk Price Boosts Fought Mostly Talk

Two Indie Labels Up Lines Slightly; Goody Discount House Adds 2% Retail

NEW YORK, Jan. 16.—Record prices were the subject of unusual interest this week as word of real and fancied price boosts circulated freely through the LP trade. After the excitement subsided down, only two price adjustments by two indie diskeries could be established, plus a slight upward modification in retail prices by Sam Goody's leading discount house.

The sudden spurt in price talk was traced by many to the hike in Columbia lists in November, from \$5.45 to \$5.95 for 12-inch LP's. At that time some observers expected that RCA Victor early this year would jump from a present \$2 to \$2.15 for 45's and \$6.25 for comparable disks. Company execs have denied any such intention.

Some considered a bell-weater among the price-cutting fraternity, next week will jump prices to \$2.15 for 45's and \$6.25 for comparable disks. Company execs have denied any such intention.

Some considered a bell-weater among the price-cutting fraternity, next week will jump prices to \$2.15 for 45's and \$6.25 for comparable disks. Company execs have denied any such intention.

Diakeries Boost
On the diskery level, Concert Hall will raise the price of its 12-inch LP's from \$3.45 to \$3.95. In February 1. Most of the firm's product is already at the latter price. And Folkways Records, in February, will carry a list of \$6.45 as against the present \$5.55.

Folkways 10-inches move up from \$4.45 to \$4.75.

Indie diskeries contacted this week were divided fairly evenly between those who raised prices at this time. Some who favored such a move cited increased cost of operation and a profit squeeze as factors influencing their desire, if not action. Those who opposed it pointed to declining sales at present price, which they surmised would only be further reduced if prices went up.

In any case, no indie (other than Folkways) was willing to initiate such a move. The impetus would have to come from the majors, if at all.

Elliott Boost Gives Rise To Speculation

Post Covers Disks, Phons, Receivers At RCA N. Y. Office

NEW YORK, Jan. 16.—The promotion of RCA vice-president Joe Elliott to executive vice-president in charge of consumer products and his switch of headquarters from Camden, N. J., to the executive offices here, has given rise to some interesting trade speculation. Elliott, who has been with RCA's Elliott's post covers records, phonographs, radio and television receivers. Up to the move here Elliott has been headquartered in Camden. He will now be geographically closer to the record department.

Traders feel that this physical move may permit Elliott free to cement the relationship between Victor records and record-playing equipment. Elliott was originally sales manager for the old Brunswick label, and his first position with RCA Victor was in the record department.

Victor, of course, has in the past had radio and phono equipment in various ways. One of the firm's major products is the record player.

(Continued on page 16.)

Decca Would Swap Stocks

NEW YORK, Jan. 16.—In a move to acquire a greater share of the Universal stock price in 1952, Decca management, it was learned, has been negotiating with Universal for but unused capital stock in exchange for shares of Universal stock for the first nine months of 1952. Decca stock for each share of Universal stock. Decca's record company thereby hopes to increase its Universal stock holdings from a position of 10% to a possible 66.9 per cent.

The offer to Universal stockholders will expire on February 8. A maximum number of 8,922 shares of Universal stock can be received by Decca through the offering, bringing its total ownership to 672,956.

In a prospectus published yesterday, Decca management stated that the exchange of Decca stock for each share of Universal stock would result in a 66.9 per cent ownership of Decca stock, returns and allowances, for the first nine months of 1952. Decca management, it was learned, has been negotiating with Universal for but unused capital stock in exchange for shares of Universal stock for the first nine months of 1952. Decca stock for each share of Universal stock. Decca's record company thereby hopes to increase its Universal stock holdings from a position of 10% to a possible 66.9 per cent.

The present outlook for Decca was a "bigger" encounter in the brick market that since last year it "had a very satisfactory number of hit records."

SHEET SALES BRIGHTEN Five Sell 20,000 In Sudden Up-Trend

Continued from page 1

20,000 to 35,000 copies a week. The five include "Oh, Main Papa," "Changing Partners," "Strangers in Paradise" and "That's Amore."

Shapiro-Bernstein, publishers of "Papa," reported that it was averaging better than 35,000 copies a week on the tune. Frank McKeen noted that "Strangers" was hitting a 30,000-a-week clip.

Perle Music's "Changing Partners" sold 50,000 copies from January 4 to 15, and Paramount's "That's Amore" has been selling

from 15,000 to 20,000 copies a week, even the hit "Misty."

Perhaps even more important than the sales on the lift has been the increase in turnover. It is not just getting action, or are not yet off the ground.

In a few months ago the new tunes moved few copies until the records were coming in even while the record has just started its up-trend. In other words, the publishing business, is beginning to look better than it has for a long time to many publishers.

In explanation of the spurt in sheet sales, one music man said, "Nothing cures the illness of the publishing business like a hit song and a hit song does exactly what it publishes it."

Super Circus Cast Cuts 2d Batch of Wax

CHICAGO, Jan. 16.—The cast of "Super Circus" has cut a four-disc record set up terms of a two-year contract set up recently with Mercury Records for the "Super Circus" merchandising organization, Television Merchandise, Inc.

The sides, "Super Circus Comes to Town" and "The Circus in February," were the second in a series recorded by the cast. The others were made last autumn and released early in December.

The records contain original songs and feature regular cast members, Mary Hartline, Clara Kinchen, "The Cow" and clown Chiffy, Nicky and Scampy. The series is backed up by studio routines by the TV show's producer, Phil Patton. Music and dialog are written by the team of Croshaw and Flatner.

'Yaya' Boosts Dutch Sales For Capitol

HOLLYWOOD, Jan. 16.—Capitol Records reached a sales peak last month during the month of its first year with Bovenas as solo distributor.

Consisting for sales in one of the toughest record buying areas in Europe, Capitol sales climbed to top position on the Dutch market, among the three major trademarks represented in that area.

Sales gain in the lowlands were reported to Glenn Wallace, Cap's rep. Gerry O'Connell, managing director, whom Wallace assigned to represent the firm in 1953.

"Yaya Con Diosa" accounted for 50,000 sales in Holland within four months of release, reported to be a record sales for a pop label in the Netherlands. It is currently the No. 1 hit in Holland, with sales expected to reach 75,000.

Mitchell's Hudson-Ross Hi-Fi Promotion Gives Bumper Sales

CHICAGO, Jan. 16.—Mitchell Manufacturing Company producer of the Mitchell Hi-Fi record promotion, announced the completion this week of what it is calling a most successful hi-fi promotion with the six Hudson-Ross retail record shops in Chicago.

Mitchell began the promotion by holding a training session at the shops with the sales personnel of the six Hudson-Ross stores. Then the firm set up a demonstration

Rothfield Named Urania Gen. Mgr.

NEW YORK, Jan. 16.—Werner Koppil, Urania vice-president, has named David Rothfield general manager of the diskery.

The Koppil will continue in charge of production, Rothfield in other areas. Rothfield has present duties so that he can resume active work on the Urania engineering consultant.

Rothfield was formerly with Oceanic Records and is an experienced record buyer for Heins & Bollet as record buyer.

SHAW'S 'ARE T' FAST SELLER

NEW YORK, Jan. 16.—George Shaw's Decca diskery "Are T" will be "Two One One," which jumped into the Billboard Best Selling chart this week, is the label's fastest selling single by new artist in the past two years. Previous honors went to the Four Aces for their "Gee! Me Why."

Decca and U-I Collaborate on 'Miller' Hype

NEW YORK, Jan. 16.—The promotion facades Decca and Universal-International are being combined for a major hype behind "The Glenn Miller Story" the movie and sound track album being released by the latter. The promotion of each company will support the other's product. The deal between the two firms is expected to lead to similar collaboration on subsequent releases.

On the diskery's part, a major point-of-sale effort is being stepped up with generous amounts of streamers and other dealer aids will hold the trade. Universal will hold the reins of the film for dealers in key cities, with local publicity to charge this disk as well as the movie.

The two firms are also joining in the sponsorship of a contest to find the best promising local jazz vocalists. The contest is being run by a committee of disk jockeys in Iowa, Miller's home State. Decca will appear in a U-I feature and cut some sides of its own.

A Victor, meanwhile, is issuing an album titled "Glenn Miller Plays Selections From the Glenn Miller Story" featuring original Miller cuttings from prior to 1943. The album will be available on January 17. The Decca package will be offered in all three speeds.

PHONO MERCHANDISING Post-Holiday Activity in Detroit Market

BY HAVILAND REVES
DETROIT, Jan. 16.—Opening a new, post-holiday promotional campaign, Columbia Records and its Detroit distributor, Ruhl Sons, are mounting a late movie on television Sunday evenings, with disk jockey tie-ins.

The "Columbia 360 Show," named for the model which will be most heavily promoted, along with the connoisseurs, the television show is scheduled to begin on January 17, on WXYZ-TV at 11 p.m.

Ed McKensie, of "Jack the Bellboy" is the first disk jockey to appear with the pitchman on the show, which has the commercial during intermission, but before the film starts. This is the McKensie's first TV program.

Guest Deejays

Other disk stars planned for appearances will include Bob "Robin" and Robbin' Seymour and Tom Paul. The guest will appear with the pitchman upon the scene of a "prop" record shop, complete with display racks of Columbia records, vinyl gramophones and floor models in easily seen positions. The pitchman will appear in the manner of an opening commercial which will have McKensie leaning on the counter and talking to a Columbia man.

The entire pitch will be on the air, but that part of the show will be made, as "If you buy one of the Columbia 360 phonographs this week you'll receive in courtesy of the name of co-op item, a set of four popular records of "Kismet," etc."

Records Shops Co-Operate
Cooperating with the show which will have a 13-week run, are a group of Columbia account record shops from the Detroit suburban areas including Liberty Records of Ann Arbor, the Cherry Hill Record Shop of Dearborn, Mich., and the Shiloh Record Shop of Highland Woods, Mich., and Classic Record Shop, all of Detroit.

Des Moines Tromar Turns to Skating

DES MOINES, Jan. 16.—Conversion of the Tromar Ballroom at Des Moines to a roller rink by Tom Archer, veteran ballroom operator, has attracted the attention with speculation on what it means to dancers. If it was the first opening, it may be the first to mean so much, but similar reports suggest a possible folding up of more dance spots.

Reason for the importance of the Des Moines switch, is that Archer is president of the National Ballroom Operators' Association and is one of the largest one-night buyer of bands. He has been regarded as one of the top operators in the business and his move will be watched closely by others.

Archer is not dropping out of the dance business, as he still has ballrooming in Marion, Mo., in City, Ia., Sioux Falls, S. D., and an outdoor spot, also at Des Moines.

High cost of operating and a move to a less desirable place was given as the reason for the change by Archer.

The ballroom's new operation day requires a high admission price for ballrooms. Archer pointed out that band prices are plus high taxes and insurance. "Band prices must take in enough at the door to meet expenses and the only way to do this is to charge the customers accordingly. With the present day high-cost-of-living, the average dancer is unable to pay this cost."

Archer also pointed out that the fatality rate among ballrooms has been high lately with a large number of deaths on the number of dances per week.

Eddie Maker at South Bend, Ind., has converted Palace Royale into a bowling alley. The place has been shuttered and is now a garage. Mrs. V. C. Sperry, who has taken the place over in Topeka, Kan., is reported to have dropped public dances and will operate the place as a bowling alley.

conversion to strictly rental ends. The last Monday Ballroom at the Ballboa, Calif., was recently sold at a public auction. A large number of the bands that have been put up for sale, but the buying market is strictly off.

Archer is moving his ballroom at Des Moines was opened by Archer on April 15, 1953, with Rex Norvo's orchestra and Mildred Bailey, who died some time ago. Since the opening, the move has been well known for name band attractions with virtually all of the top bands playing the place for some time.

Archer in announcing the closing of the spot, pointed out the number of romances that occurred at the place over the years.

"Every now and then someone comes up to me and introduces their husband or wife, somebody looking me up as 'Tromar,' he said.

The last public dance at the Tromar will be January 28 with Ralph Marterie playing the date. The last public dance of the next night by an appreciation dance, open to those who patronized the Tromar, will be given by the Tromar will leave downtown Des Moines without a ballroom.

'Indiscretion' Music Bought By Cromwell

NEW YORK, Jan. 16.—Cromwell Music, a Howard S. Richmond pubby, has acquired the film music from "Indiscretion of an American Wife," starring Jennifer Jones and Montgomery Clift, directed by Vittorio De Sica, who did "Bitter Sweet" and "Cromwell and Milan."

The Cromwell acquisition includes the music from "Indiscretion of an American Wife," plus other music based on the theme written by Sammy Cahn and Paul Weston. These two songs include the title song, "Indiscretion," plus a film distributor's rights to Columbia Pictures.

Prior to turning the music rights over to Cromwell, Selznick had already arranged with Columbia Records to have the diskery issue an album, called "Salute to Jennifer," recorded in Washington, containing instrumental music from her films, as "Duel in the Sun," "Two Weeks with Love," and "The Song of Bernadette." These sides have already been issued as singles.

Selznick also gave Columbia the sound track, which is to be issued as an album as the original sound track music from the film. The deal calls for the issuing of a Joe Stafford-Liberace single of the title song, "Indiscretion," in early February. The deal also has Liberace's first pop single.

Phonographs People—Products—Prices

With the furniture show in Chicago, Greenwood has many manufacturers, distributors and retailers are now ready to lay down and digest the happenings of the past week or so. General reaction appears to be one of optimism and a sense of relief written at the windy City market, the some of the more interesting items grabbed off most of the buyer interest.

Meanwhile, more new models have been introduced, personnel are continuing to be hired and the general trade activity on all fronts continued unabated. Frank Williams reports that he bought out the interest of partner in the Shura-tone line by himself. Jack Meyerson, Phonograph dealer in New York, is in New York next week. Mordecai Greenwood has been promoted to general advertising manager of Phonic, assisting John Williams. Ideal Housewares is venturing. Jerry Greenberg joined Adolph L. Gross Associates

in New York. Arthur Ansley has introduced a new hi-fi unit with detachable legs priced at \$139.50. The set has two speakers and a turntable. It is owned by Nadine Electronics, named Joseph R. Hertz, who is general manager. (Continued on page 40)

COAST REMOTES PULLED BY NBC

HOLLYWOOD, Jan. 16.—Local radio stations are being pulled from the setback on February 1 when NBC pulls its remotes from the West Coast. The stations are the Hotel Star's "Trotter" and "The Music of the West." Move was cited as an economy measure, with the web feeling the affiliates would prefer to fill in with local disk jockey shows.

Only existing radio show in Los Angeles area will be the one pulled from the air, the director Helms's Coconut Grove.

a great new voice makes news with a great song!



b/w "I'M GONNA SIT
RIGHT DOWN AND
CRY (OVER YOU)"

from "CAROUSEL"

78 rpm
9015
45 rpm
5-9015

The Latest Smash Hit
on EPIC RECORDS...

Revolution in Manufacturing

• Continued from page 13

the better the stamper the better the record. Columbia believes that its injection stampers are better than those in use on compression machines.

The other majors, and many indie pressing plants are not yet convinced that the quality of the injection LP is better or even quite equal to a compression vinyl LP. Engineers and plant managers of these firms point out that the chemical structure of styrene is different than vinyl and claim that the reproduction and wear characteristics of vinyl are superior.

They more or less agree that an injection 45 is a satisfactory disk, but many believe more dubious about styrene LPs. They prefer to stay with the compression vinyl platter which they claim is a better record for both quality and wear. In addition, other majors say that their stampers for compression records are better than ever.

Difference Slight
In spite of this dichotomy concerning injection molding, some firms who do not believe in injection as the future of records are willing to concede that any quality difference that may exist between injection and compression LPs is slight.

One engineer, with an indie pressing plant, stated, "Even if injection LPs are not as perfect now quality-wise as compression LPs, it is only a matter of time until the injection LP is the equal of the other." And a few large majors, and a few large independents, except for Mercury—are turning out injection 45s and LPs, and they all have one or two injection machines which they are using for test injection platters.

Styrene disks are less flexible than vinyl, but the difference here seems to be relatively unimportant since both can take a beating in the mail. However, styrene disks are lighter than vinyl and a saving is possible here on shipping costs, especially with injection LPs.

One manufacturer, who received an order for an advertising record, had them all made by injection due to the lightness of injections. The platters had to weigh less than eight ounces so they could go in third class mail, and injection disks were the answer.

Economic Aspects
Record manufacturing by injection molding is an attempt on the part of Columbia and other diskeries to turn out records less expensively via assembly line methods. It portends a lower order price in the future, and it means an eventual lower nut for the manufacturer as production is increased.

Golden and Bell execs for instance, claim their costs would be up to 50 per cent higher if they had to make their disks via compression rather than injection molding. The low price of Bell disks, 32 cents for a seven-inch 78 r.p.m. platter, according to Bell brass, is made possible by the injection molding technique.

To some manufacturers, the not so majority, the injection molding process is the coming one for mass manufacture of records. These manufacturers believe other diskeries will swing to injection as injection production rises and costs come down. However, to a large number of firms, the future of records is still in compression molding, and they believe they can turn out disks more economically thru compression than injection.

Only time can tell who is correct; the competition between the two systems means that every engineer and plant manager is doing his best to make better records more economically and the consumer will benefit in the long run.

No Change Due
Even if more diskeries were certain that injection was it, the change to injection would not happen overnight. First of all the initial cost for injection machines is high, and a firm has to expend close to \$250,000 to install a bank of machines. In addition, many firms now have good compression machines in operation, and it will be years before they become uneconomical.

Perhaps just so important is that the production figures now being achieved by Columbia, the Bestway plant in the East and a few others, are the result of a few years of trial and error.

Columbia has a large jump on the other majors in injection, and it is possible that it will take other plants a while to catch up since they would have to learn their machines as Columbia has

done. All of the bugs are not yet in injection; maintenance costs have to be cut, and there is still much to learn about the process.

Columbia is not turning out 10-inch 78s via injection; even the firm uses a lot of 78s. It is making them by compression, because the material used for compression 10-inch 78s is less expensive than the styrene used for injection. In addition, 10-inch injection 78s would be too light to work on many automatic changers.

Styrene Use
However, seven-inch 78s and six-inch 45s can be made profitably via injection, due in part to a different rotary set-up for seven-inch 78s than with 89-cent disks and the use of less expensive styrene for kiddie platters. And the small 78s are not expected to be used on automatic changers; injection 78s do work well on the large spindle 45 change.

The injection molding process is a mass process. It is doubtful if it will cut costs sharply except for the mass producers. The large diskeries, and those who supply big orders, benefit the most.

The most economical injection plant, if it is to obtain optimum efficiency, would be a 24-hour plant, for the injection machines are suitable for short or medium runs, they are still more profitable on longer runs.

The high cost of injection machines, at this stage of the game, makes them more preferable for large plants than small ones. The prospect for a future savings once the plant investment is paid off, but this will not happen overnight. Injection molding is an investment for the long run.

(Continued next week.)

Elliott Boost

• Continued from page 13

was the "bonus buck" arrangement, which is credited with having a major part in putting across the 45 r.p.m. speed in a very short space of time.

Closer to Elliott
It is also known that the record department brass has often pushed for getting some phono models switched from some instrument division control to the disk section. Whether this will ever happen is, of course, unknown, but the brass will now be at least physically closer to Elliott. It would be the nod from Elliott which could force such a change in basic company policy.

And with the record department having proved dramatically in recent months that distribution and dealer record sections can successfully handle packages of a fairly high unit cost, the possibility of having some phono models handled by the disk department is seen as being more than possible.

Within the past year, Victor has sold tremendous numbers of disk packages which retail at \$25 or \$50. Specific examples are the Glenn Miller Limited Edition and the Toscanini package of nine Beethoven symphonies.

Buffalo Test

• Continued from page 13

or even nationally for limited periods. Before this could be done, however, the firm will carefully analyze results in each store in order to see how much sales have increased.

The lower price to dealers and the cost of the advertising and promotion means that the firm will have to practically double its business on LPs in order to make the bonus deal successful.

Grant Buys Out Progressive Firm

NEW YORK, Jan. 16.—Gus Grant, partner in Progressive Records, indie jazz label, has bought out the interests of Harry Sultan and Irwin Gewirtz and will operate the firm himself from new quarters in Jersey City, N. J.

Grant is now prepping a release of seven extended play packages featuring such artists as Chuck Wayne, Al Cohen and George Wallington.

The Divine Sarah Vaughn

"EASY COME, EASY GO LOVER"

COUPLED WITH

"THIS IS MY BELOVED"

MERCURY 70299 • 70299X45



HOT POPS!

HOT POPS!

HOT POPS!

HOT POPS!

HOT POPS!

GOING STRONG

1. **CHANGING PARTNERS**
Don't Get Around Much Any More
.....PATTI PAGE...No. 70295
2. **STINGS OF MY HEART**
Mama-Papa Polka.....THE GAYLORDS...No. 70258
3. **THE CREEP**
Love Theme.....RALPH HARTBERG...No. 70281
4. **SAMIE THOMPSON'S SONG**
Ditre la.....RICHARD HAYMAN...No. 70237
5. **OFF SHOBE**
Joy's Theme.....RICHARD HAYMAN...No. 70242
6. **JUST ONE MORE CHANCE**
Heartaches.....HARMONICATS...No. 70277
7. **NATIVE DANCER**
Lonesome Song.....BUSTY DRAPER...No. 70256
8. **GADABOUT**
Cantabile.....DAVID CARROLL...No. 70247
9. **COW COW BLUES**
Mortals.....JAN AUGUST...No. 70228
10. **EBB TIDE**
Make You Mine.....VIC DAMONE...No. 70216
11. **JONES BOY**
Snow, Snow, Beautiful Snow
.....BOBBY WAYNE...No. 70268

COMING UP!

1. **FROM THE VINE CAME THE GRAPE**
Sicilian Moments.....THE GAYLORDS...No. 70296
2. **SOMEBODY HAD STOLE DE WEDDING BELL**
Bubbles, Bongos And Beads
.....GEORGIA GIBBS...No. 70268
3. **OH AM I LONELY**
Cuddle Me.....RONNIE GAYLORD...No. 70285
4. **THE BREEZE AND I**
To Love You.....VIC DAMONE...No. 70287
5. **TILL WE TWO ARE ONE**
Little Miss One.....EDDY HOWARD...No. 70293
6. **YES DEAR**
Old Country.....BERNICE PARES...No. 70289
7. **BY HECK**
Fancy Fank.....DAVID CARROLL...No. 70292
8. **BIMBO**
Call Me Darling.....EDDY HOWARD...No. 70301
9. **WOLF BOY**
Blows In The Night.....MARTHA RAYE...No. 70294
10. **GAME OF LOVE**
I Still Get A Thrill.....BILLY DANIELS...No. 70291
11. **YOU'RE IN LOVE WITH THE PAST**
Whispering Grass.....BOCCO GRECO...No. 70288

COUNTRY HITS

1. **I NEED A LITTLE HELP**
I'll Never Love Again.....THE CARLSLES...No. 70306
2. **WHAT IT WAS**
Part 1 and 2.....DUKE OF PADUCAH...No. 70300
3. **WHAT WOULD IT TAKE**
Hello To The Blues.....BETTY AMOS...No. 70280
4. **WHAT WOULD YOUR MOTHER SAY**
I'm Changing Sides.....JIMMIE FLETCHER...No. 70279
5. **THE LOVE I HOLD SO DEAR**
Steel Guitar Solo
.....JOAN HAGER & LLOYD ELLIS...No. 70273

RHYTHM AND BLUES HITS

1. **MY MAN'S AN UNDERSTAKER**
Gene And Went.....DORAH WASHINGTON...No. 70284
2. **TV IS THE THING**
Fat Duddy.....DINAH WASHINGTON...No. 70214
3. **I'M JUST YOUR FOOL**
R.I.D.....BUDDY JOHNSON...No. 70293
4. **UNLUCKY MAN**
My Baby.....MEL WALKER...No. 70276
5. **ESCORTIN' OR COURTIN'**
September Song
.....JIMMY RICKS and THE RAVENS...No. 70307



WOW! WHAT PUBLICITY!

JANE RUSSELL
GILBERT ROLAND ★ MARY McCARTY
ORIGINAL CAST ALBUM
RKO PICTURES INC.

"The French Line"

The French Line
Well I'll Be Switched
With A Kiss
Wait Till You See Paris

What Is This That I Feel
How Are Things With You
Any Gal From Texas
Looking For Trouble



LONG PLAY 33 1/3 RPM • MG 25182 ★ EXTENDED PLAY 45 RPM • EP-2-3183

Music as Written

THE SOUND OF LOVE IS HEARD ACROSS THE LAND!

Big response to Frank Murphy's

new EPIC release

"The Sound of Love"

from coast-to-coast.

Trade papers like it . . .

Disc jockeys play it . . .

Juke box operators love it . . .

The public buys it . . .

THE SOUND OF LOVE

by FRANK MURPHY



b/w "IF YOU BELIEVE" EPIC 9007

Daphnis and Chloe



Marilyn and Joe



the sound of love

the sound of love



MANAGEMENT

Wakeman Corporation

350 S. BROAD STREET
PHILADELPHIA 2, PA.

Kingsley 5-9832

Peggy Lloyd

Harry Fink, Sam Bushman

BOOKINGS
GENERAL ARTISTS CORPORATION

New York City • Chicago • Hollywood • Cincinnati • London

M-G-M TO PLUG 'TURN AROUND' . . .

Many music and record business people here recall the long campaign staged by a tunesmith some years ago to promote his tune, "An Onion and You." Now M-G-M Records ad and publicity chief Sol Handwerker has hired a young student to chalk up local streets with the phrase "Turn Around Boy." Handwerker's man also calls for hyping radio and TV combs to pick up the phrase for their patter. M-G-M, incidentally, has high hopes for a Lew Douglas disk, "Turn Around Boy."

NASHVILLE DJ INKED BY RCA . . .

Eddie Hill, Nashville disk jockey, has been signed to a recording contract by RCA Victor. His first sides for the label were cut this week by Steve Sholes, Victor's A&W chief, and are scheduled for release next month.

1,200 ATTEND FLATO PREEM . . .

Over 1,200 persons, including a batch of disc jockeys, attended the opening day festivities of the new Jerry Flato self-service store in Boston. Flato's firm, Boston Record Distributing, unveiled its new setup Sunday. Names who visited were Florian Zabach, Jill Corey, Ruth Cassey, Bobby Wayne, Candy Petty Trio, Jerry Vale, Cindy Lord, Mary Mayo, Denver Bergman, Judy Taylor, Dean Parker, Pete Lane, Pat O'Day and all the Boston area deejays. Flato is now serving rhythm and blues, country and western, and classical disks to his one-stop and retail trade.

COLUMBIA SIGNS ROBIN MORGAN . . .

Robin Morgan has been signed for Columbia kidziks by a&r exec Hecky Krastow. The 11-year-old lass will tell stories for youngsters for the label. Miss Morgan has been a model, a beauty jockey, an actress and a beauty contest winner in her short career. She now stars on TV as "Dagmar" on the "Mama" seg.

CORAL MULLING MODERNAIRES PACT . . .

Tom Sheila, manager of the Modernaires, planes to New York Monday (18) to discuss a new Coral recording contract with diskery toppers. Group's current pact, which has three months to run, is being shredded as a result of sales reaction on their newly released "Silhouette to Glenn Miller" etching. Sheila will stop at Chicago on his return to the Coast to negotiate late summer personal appearance dates for the group.

COLUMBIA PICKS PAUL WESTON . . .

Paul Weston, Hollywood musical director for Columbia, this week was appointed West Coast rep for the company by executive vicepres Goddard Lieberman. Weston will represent the diskery in general matters concerning A&T, and will continue to supervise West Coast production of albums and wax for the firm. Lowell Frank has been named West Coast recording director for Columbia. He will supervise studio activity and assist Weston in a&r matters. Frank has worked for the firm on the Coast for two years.

New York

Publisher Bobby Mellin leaves for an extended European business trip next week. A tie-in with a German movie firm is in the works. . . Compost Vitess Key, a music consultant for Broadcast Turnover, Atis, Symphony in one of his own compositions next month. . . Anna Ray Baker, of station WTH, Baltimore, has

ROBE OF CRYSTAL

(All Record Labels and Artists Listed Alphabetically)

Ball (Sherry Foster)
Capitol (Gene Frankem)
Columbia (Clayton Kopp)
Decca (Bobby Darin)
Mercury (Red Fagan)
Parade (The Orioles)
RCA (George Beverly Shea)
Victor (George Beverly Shea)

BILL and RANDE RECORDS, Inc.

been promoted from music librarian to program director.

Chicago

Bob Manning, Capitol recording artist, will replace Al Wallis as focalist on "Close Up," the new TV show being aired here daily from 5:30 to 6 p.m. over WBQ-TV and starring Howard Miller and June Valli. . . Rudy Orisk begins a new deejay show over (Continued on page 27)

ANOTHER BMI "PIN-UP" HIT

"SUDDENLY"

recorded by

HARTOVARTY . . . London

PERCY FAITH . . . Columbia

LES BAITEY . . . Capitol

DAVID BOE . . . MGM

HARY DWELL . . . Mercury

published by

BRENNER MUSIC, INC.

DARING! DIFFERENT!
CONNIE HAINES'

THE WRONG SIDE OF TOWN

CORAL 6194

THE SONG YOU CAN'T

KEEP OUT OF YOUR MIND!

"ANSWER ME, MY LOVE"

"FLIRTATION WALTZ"

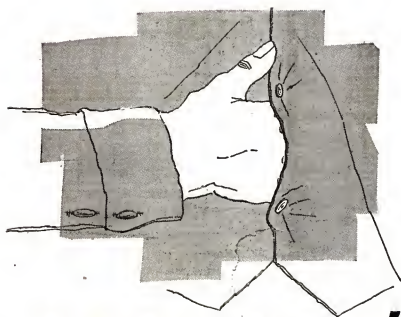
BOURNE, INC.

136 W. 52nd Street, New York 19

Lokey Anderson's
Greatest and Latest
Sleigh Ride
The Typewriter
MILLS MUSIC, INC.

The New Dance Sensation!
THE CREEP
MILLER MUSIC CORPORATION

Essex RECORDS
THE LABEL WITH A FUTURE . . .
3208 So. 84th St.
Philadelphia 42, Penna.



MADCAP

HENRI RENÉ and his orchestra

b/w SEASHELLS

VICTOR
GRAMMOPHON MUSIC



20/47-5595

CAESAR'S
BOOGIEMGM 11648 78 rpm
K11648 45 rpm

JONI JAMES

YOU'RE MY
EVERYTHINGYOU'RE
NEARER

MGM 30829 78 rpm • K30829 45 rpm

RENDEZVOUS

BILLY ECKSTINE
I'M
IN A
MOOD

MGM 11655 78 rpm • K11655 45 rpm

TOMMY EDWARDS
THERE
WAS A
TIME
OF
ICE

MGM 11668 78 rpm • K11668 45 rpm

SHIRLEY ARMER
IF YOU
LOVE ME
(REALLY
LOVE ME)

MGM 11667 78 rpm • K11667 45 rpm

WOV'TCHA'
LOVE
MEROBERT MAXWELL
and His Music
SOLFEGGIO
THE DOLL DANCE

MGM 11671 78 rpm • K11671 45 rpm

BETTY MADIGAN
MY HEART
IS DANCING
WITH YOU

MGM 11670 78 rpm • K11670 45 rpm

ART MOONEY
and His Orch.
SILHOUETTE
PROMISES

MGM 11669 78 rpm • K11669 45 rpm

THE NOCTURNES

POPPA PICCOLINO

FOR THE FIRST TIME
IN A LONG TIME

MGM 11664 78 rpm • K11664 45 rpm

FRAN WARREN
IF I COULD
HAVE YOU
BACK
AGAIN

MGM 11656 78 rpm • K11656 45 rpm

BOB STEWART
DID I
REMEMBER
CARELESS

MGM 11659 78 rpm • K11659 45 rpm

ALAN DEAN
WHAT ARE
YOU
WAITING
FOR

MGM 11658 78 rpm • K11658 45 rpm

THE CORONET ORCH.
LOST
LOVE

MGM 30837 78 rpm • K30837 45 rpm

BOB SANTA MARIA
I REALLY
DON'T
WANT TO
KNOW

MGM 11666 78 rpm • K11666 45 rpm

RITA FAYE
I'M A
PROBLEM
CHILD

MGM 11664 78 rpm • K11664 45 rpm

SHEB WOOLEY
DON'T STOP
TALKING ME
GOODNIGHT

MGM 11665 78 rpm • K11665 45 rpm

CLAUDE CASEY
LOOKING AT
THE MOON
THROUGH A
TEARDROP

MGM 11618 78 rpm • K11618 45 rpm

M-G-M RECORDS

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

Trade
Mark
Reg.

The Nation's Ten Top Tunes

... for Week Ending January 16

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts. Weeks in this issue. (P) Indicates tune is from a film; (M) indicates tune is from a film.

- Oh, Mein Papa (Oh, My Papa)** 1 7
By John Turner, Geoffrey Parsons and Paul Busch—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORDS: Eddie Fisher, V 20-5532; Eddie Calvert, Sunn 334. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2676; L. Amis, London 15131; Brumstick, London 1485; B. De Wella, Coral 61111; D. Hill, V 20-5364; H. James-P. Watson, Col 40114; M. D'Amico, King 1306; G. Maddox, Cap 3052; A. Roman, Mercury 70231; J. Valsesi, V 20-5569; R. Wooten, Coral 6111.
- Stranger in Paradise** 2 8
By Robert Wright and George Farnel—Published by Frank (ASCAP).
BEST SELLING RECORDS: Four Aces, Dot 29271; T. Wall, Col 40121; T. Martin, V 20-5516. OTHER RECORDS AVAILABLE: R. V. Dunsire, Mercury 70205; R. Flanagan, V 20-5760; Pat Spock, King 1306; G. Maddox, Cap 3052; A. Roman, Mercury 70231; J. Sebastian, Cadence 1421; L. Stokowski, V 10.
- Changing Partners** 4 8
By Larry Coleman and Joe Dutton—Published by People (BMI).
BEST SELLING RECORDS: P. Papp, Mercury 70206; E. Starr, Cap 3657. OTHER RECORDS AVAILABLE: Chicklets, Jay Dee 185; B. Crosby, Dot 29009; R. Forest, Bell 1075; Pat Spock, King 1306; P. W. King, V 20-5572; D. Shore, V 20-5515.
- Rags to Riches** 3 18
By Dick Adler and Jerry Ross—Published by Saunders (ASCAP).
BEST SELLING RECORDS: T. Bennett, Col 40008. OTHER RECORDS AVAILABLE: A. Martin, From 1596; T. Ruman, Bell 1015; G. Shaw, Dot 2883; Billy Ward & His Dominoes, King 1280.
- That's Amore** 5 11
By Joacyn Brooks and Harry Whitson—Published by Paramount (ASCAP).
BEST SELLING RECORD: D. Martin, Cap 2183. OTHER RECORDS AVAILABLE: R. Barron, M-G-M 11564.
- Ricochet** 6 14
By Larry Coleman, Norma Gimbel and Joe Dutton—Published by Solides (BMI).
BEST SELLING RECORD: T. Brewer, Coral 61043. OTHER RECORDS AVAILABLE: L. David Stetten, Titan 1008; G. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dot 28914; V. Young, Cap 2543.
- Heart of My Heart** 8 9
By Ben Ryan—Published by Robbins (ASCAP).
BEST SELLING RECORDS: Four Aces, Dot 29272; D. Cornell, A. Dale, J. Desmond, Coral 6070. OTHER RECORDS AVAILABLE: L. Elmer, Col 40137; Fort Vagabonds, Apollo 1676; F. Laine, Mercury 70262; Midge City Four, Mercury 6084; Sister Slocum, King 15017.
- Ebb Tide** 7 21
By Robert Maxwell and Curt Sigmund—Published by Robbins (ASCAP).
BEST SELLING RECORD: P. Cackford, London 1358. OTHER RECORDS AVAILABLE: K. Applewhite-Carrara, Ode, Dot 28973; D. Barand, Dot 28971; L. Becker-Knox Light Orchestra, From 1008; J. Coleman, Dot 28975; V. Demara, Mercury 70216; K. Griffin, Col 40093; B. Haynes, Bell 1013; Pat Spock, King 1287; R. Maxwell, Mercury 70177; L. Stokowski, V 10. TRANSCRIPTIONS AVAILABLE: Howe Waterhouse, Teasara.
- Secret Love** 12 3
By Sonny Fitt and Fred Whitson—Published by Remick (ASCAP).
BEST SELLING RECORD: Doris Day, Col 40008. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2676; T. Edwards, M-G-M 11566; Whitman-O. Green, V 20-5312; G. Jenkins, Dot 2870.
- You, You, You** 9 29
By Louis Otis and Robert Mellin—Published by Robert Mellin (BMI).
BEST SELLING RECORDS: Aves Brothers, V 20-5724. OTHER RECORDS AVAILABLE: L. K. Griffin, Col 40079; J. Hanson, Mercury 70191; Homer & Jethro, V 20-5551; K. Lamm, Bell 1009; E. Remo, M-G-M 11512.

Second Ten

- VAYA CON DIOS 10 31
Published by Ardmore (ASCAP)
- MANY TIMES 11 14
Published by Broadcast (BMI)
- WHAT IT WAS, WAS FOOTBALL 15 2
Published by Charles (BMI)
- WOMAN 17 3
Published by Solides (BMI)
- GRANADA 1 1
Published by Peer (BMI)
- YOU ALONE 18 11
Published by Brunswick (ASCAP)
- ISTANBUL 17 11
Published by Alamo (ASCAP)
- JONES BOY 18 3
Published by Finlow (ASCAP)
- CREEP 1 1
Published by Miller (ASCAP)
- SEE THE MOON 15 11
Published by Paramount

WARNING—The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

TURN AROUND BOY
and his orchestra
Low Douglas



Buyboard

TOP SELLERS—

POPULAR

Listed Alphabetically

A DEAR JOHN AND MARSHA LETTER C'EST SI BON.....	S. Froberg.....	2677
ANSWER ME, MY LOVE	H. Cole.....	2687
THE BONNY HOP THE HOKEY POKEY.....	B. Anthony.....	2427
CHANGING PARTNERS I'LL ALWAYS BE IN LOVE WITH YOU.....	K. Starr.....	2657
THE CREEP TENDERLY.....	S. Keaton.....	2685
I GET SO LONELY I COULDN'T STAY AWAY FROM YOU.....	The Four Knights.....	2654
I LOVE PARIS GIGI.....	L. Baxter.....	2479
IN THE MOOD TUXEDO JUNCTION.....	B. Anthony.....	2699
O MEIN PAPA SECRET LOVE.....	B. Anthony.....	2678
OH SAM.....	P. Hunt.....	2442
ROMEO AND JULIET, PART I ROMEO AND JULIET, PART II.....	D. Griffith.....	2698
ST. GEORGE AND THE DRAGONET LITTLE BLUE RIDING HOOD.....	S. Froberg.....	2596
THE TENNESSEE CHICKENBELLS THERE'S A SILVER MOON ON THE GOLDEN GATE.....	M. Winking & J. Wabaly.....	2689
THAT'S AMORE YOU'RE THE BRIGHT ONE.....	D. Martin.....	2589
YAYA CON DIOS JOHNNY (IS THE BOY FOR ME).....	L. Paul & M. Ford.....	2486
VENUS DI MILO YOU MADE ME LOVE YOU.....	B. Manning.....	2694
WHAT IT WAS, WAS FOOTBALL, PART I WHAT IT WAS, WAS FOOTBALL, PART II.....	D. Griffith.....	2693

TOP SELLER OF THE WEEK!
Based upon Actual Sales

"THAT'S AMORE"
with
DEAN MARTIN
Record No. 2599

TOP SELLERS—
COUNTRY & HILLBILLY
Listed Alphabetically

A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU) J. Shepard & F. Huskey.....	2502
FORGIVE ME, JOHN MY WEDDING BING J. Shepard & F. Huskey.....	2586
GO CRY YOUR HEART OUT WAKE UP, REBE H. Thompson.....	2646
JUST MARRIED I HARDLY KNEW IT WAS YOU F. Young.....	2690
LOOK WHO'S CRYIN' NOW WALKING ON TEARDROPS S. McDonald.....	2696
THE RED OCK OF CARDS LORD, SEND AN ANGEL T. Ritter.....	2686
RELEASE ME JUST TO BE WITH YOU J. Heap & P. Williams.....	2518
SINGIN' ON THE OTHER SIDE I'VE GOT A BETTER PLACE TO GO M. Carson.....	2634
HATCHINI' AND GRABBIN' SWEET JENNIE LEE M. Moore.....	2491
YOU GOTTA HAVE A LICENSE THERE'S L. BE NO OTHER T. Collins.....	2584

BEST SELLING—
POPULAR ALBUMS
Listed Alphabetically

THE EDDIE CANTOR STORY Eddie Cantor.....	467
THE FOUR FRESHMEN The Four Freshmen.....	433
THE HIT MAKERS! Les Paul & Mary Ford.....	416
HITS FROM CAN-CAN Top Capitol Artists.....	482
I REMEMBER GLENN MILLER Ray Anthony.....	476
LOVER'S WRAPSOOTY & SONGS FROM LOVER'S WRAPSOOTY Jackie Gleason.....	366
MIDNIGHT ON BOURBON STREET Shirley.....	367
MUSIC FOR LOVERS ONLY Jackie Gleason.....	352
MUSIC TO MAKE YOU MISTY Jackie Gleason.....	455
NAT "KING" COLE SINGS FOR TWO IN LOVE Nat "King" Cole.....	420
PORTRAITS ON STANDARDS Shirley Keeton.....	462
"THINK ITALY" Dean Martin.....	481
TAWNY Jackie Gleason.....	471

BEST SELLING—
"Specialized"
HIGH-FIDELITY ALBUMS
Listed Alphabetically

FULL DIMENSIONAL SOUND A Study in High Fidelity.....	9020
HIGH FIDELITY "CLASSICS" IN FULL DIMENSIONAL SOUND.....	9024
HIGH FIDELITY "POPULAR INSTRUMENTALS" IN FULL DIMENSIONAL SOUND.....	9022
HIGH FIDELITY "POPULAR VOCALS" IN FULL DIMENSIONAL SOUND.....	9023
THE PASSIONS Les Baxter & Bas Sheva.....	486

BEST SELLING—
"1600"
SERIES
Listed Alphabetically

HARLEM NOCTURNE WHAT IS THIS THING CALLED LOVE R. Anthony.....	1664
HOW HIGH THE MOON JOSEPHINE L. Paul & M. Ford.....	1675
I'LL REMEMBER APRIL GET HAPPY J. Christy.....	1647
HOLA JEALOUSY L. Paul & M. Ford.....	1621

LATEST RELEASE

No. 404

YOUNG-AT-HEART TAKE A CHANCE.....	Frank Sinatra.....	2703
FOREVER YOURS SOMEBODY ELSE IS TAKING MY PLACE.....	Vicki Young.....	2704
FLIRTATION WALTZ ATLANTIS.....	Les Baxter.....	2705
THE GLASS THAT STANDS BESIDE YOU LET'S KISS AND TRY AGAIN.....	Jean Shepard.....	2706
TACK-A-TOON ONE MORE LITTLE HEARTBREAK.....	B.H. Dudley.....	2707

That "Dear John" team has done it again!

"THE GLASS THAT STANDS BESIDE YOU"
JEAN SHEPARD

"LET'S KISS AND TRY AGAIN"
JEAN SHEPARD—FERLIN GOSSEL
Capitol Records

Top-selling style!

VICKI YOUNG
with Dave Cavanaugh's Music
sings "Forever Yours"

LES BAXTER
with his Chorus and Orchestra

..in an exciting new release—

"Flirtation Waltz"
and his

Cadence Starts 54 with a BANG



The Voice All America Loves . . .

JULIUS LA ROSA

with a great new release

THE BIG BELL and
THE LITTLE BELL

I COULDN'T
BELIEVE
MY EYES

CADENCE #1235

Orchestra conducted by Archie Bleyer



Cadence breaks into the kiddie field with the first of a great monthly series of children's stories written and told by

The Story Princess

of the Kate Smith TV Hour.

January release:

FLUFFY and BLUFFY
MEET FATHER TIME
#1610

February release:

FLUFFY and BLUFFY and
THE QUEEN OF HEARTS
#1611

Music composed and conducted by Archie Bleyer

A wonderful blending of inspirational material, plus a fresh new voice.

EILEEN PARKER

singing star of the Dea McNeil
"Breakfast Club Show"
singing 2 beautiful hymns

GOD UNDERSTANDS

and

AN EVENING PRAYER

#1730

Orchestra conducted by Archie Bleyer



A great contrast on one record! A real crazy jump back to a beautiful lush instrumental.

ARCHIE BLEYER

and his orchestra

JULIE'S
JUMP

AMBER

#1320

A lush new release by America's brilliant harmonic virtuoso

JOHN SEBASTIAN

STRANGER
IN
PARADISE

AUTUMN
LEAVES

#1421

Orchestra conducted by Archie Bleyer

watch for Dea McNeil's
first new records

An Archie Bleyer Production

Cadence RECORDS

"THE LABEL WITH THE PICTURE"

40 East 49th Street

New York 17, N. Y.

The Billboard's Music Popularity Charts

Favorite Tunes

. . . For Week Ending January 16

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Figures are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighted according to each importance. (R) Indicates that tune is re-recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Weeks on Chart	Last Week
1. OH MEIN PAPA (OH MY PAPA) (R)—Shapiro-Bernstein	1	6
2. STRANGER IN PARADISE (R) (M)—Frank	3	8
3. CHANGING PARTNERS (R)—Porgie	2	8
4. EBB TIDE (R)—Robbins	4	18
5. THAT'S AMORE (R) (F)—Paramount	5	6
6. SECRET LOVE (R)—Remick	11	4
7. RAGS TO RICHES (R)—Saunders	6	13
7. HEART OF MY HEART (R)—Robbins	8	5
9. RICOCHET (R)—Sheldon	7	12
10. VAYA CON DIOS (R)—Ardmore	9	20
11. YOU, YOU, YOU (R)—Mellin	10	27
12. MANY TIMES (R)—Broadac	12	15
13. EH CUMPARI (R)—Crescent	15	9
14. YOU ALONE (R)—Roncom	13	8
15. IN THE MISSION OF ST. AUGUSTINE (R)—Republic	—	14
15. OFF SHORE (R)—Hanover	—	1

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Pezzano's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 31 in Radio

Changin' Partners (R)—Porgie-BMI	Rags to Riches (R)—Saunders-ASCAP
The Coup (R)—Miller-ASCAP	Roulet (R)—Sheldon-BMI
Don't Forget to Write (R)—Adornico-ASCAP	Sadie Thompson Song (R) (F)—Miller-ASCAP
Devilish Heart Them Bells (R)—Hio-Troun-ASCAP	Secret Love (R) (F)—Remick-ASCAP
Down by the Riverside (R)—Spier-ASCAP	South of the Border (R)—Shapiro-Bernstein-ASCAP
Eye See You (R)—Robbins-ASCAP	Swanee in Paradise (R) (M)—Frank-ASCAP
Face to Face (R)—Whitman-ASCAP	Sweet Mama Tree Top Tall (R)—Hollis-BMI
Heart of My Heart (R)—Robbins-ASCAP	That's Amore (R) (F)—Paramount-ASCAP
I Love Paris (R) (M)—Chappell-ASCAP	That's What a Rainy Day is For (R) (F)—Robbins-ASCAP
Jones Boy (R)—Fagan-ASCAP	Think (R)—Joy-ASCAP
Mary Time (R)—Broadac-BMI	Woman (M) (R)—Stodolski-BMI
Mary (R)—Bertin-ASCAP	You All Come 7's—Starline-BMI
My One and Only Love (R)—Sherwin-BMI	You Alone (R)—Roncom-ASCAP
Oh, My Papa (R)—Shapiro-Bernstein-ASCAP	You, You, You (R)—Mellin-BMI
Oh, My Papa (R)—Shapiro-Bernstein-ASCAP	
Papa Piccolino (R)—Chappell-ASCAP	

Top 22 on Television

Crazy Man, Crazy (R)—Eastwick-BMI	Rags to Riches (R)—Saunders-ASCAP
Down by the Riverside (R)—Spier-ASCAP	Ricochet (R)—Sheldon-BMI
Heart of My Heart (R)—Robbins-ASCAP	Sadie Thompson Song (R)—Miller-ASCAP
I Believe (R)—Cummings-ASCAP	South My Lonely Heart (R)—Fritz-ASCAP
It's Easy to Remember (R)—Lerner-ASCAP	Stranger in Paradise (R) (M)—Frank-ASCAP
For God the World on a Song (R) (F)—Miller-ASCAP	That's Amore (R) (M)—Paramount-ASCAP
Monna's Gone Goodbye (R)—Polichek-BMI	Typewriter (R)—Miller-ASCAP
Oh, My Papa (R)—Shapiro-Bernstein-ASCAP	You Alone (R)—Roncom-ASCAP
Oh, My Papa (R)—Shapiro-Bernstein-ASCAP	You, You, You (R)—Mellin-BMI
P.S. I Love You (R)—La Silla-ASCAP	You're Afraid That I Need (R)—Sherwin-BMI
	You're Not Living in Vain (R)—Ben Brown-ASCAP

England's Top Twenty

Based on cable reports from England's top music jobbers. American publisher of each tune is listed in parentheses. Asterisk indicates no American publisher.

1. Answer Me—Bourne (Bourne)	11. You, You, You—Mellin (American)
2. Swedish Rhapsody—Conolly (Dartmouth)	12. Golden Tanga—Lawrence Wright (Might)
3. My Papa—Chappell (Shapiro-Bernstein)	13. Wish You Were Here—Chappell (Chappell)
4. Rags to Riches—Chappell (Dumont)	14. Luck—Lucky Seven—Robbins (Robbins)
5. Ricochet—Victoria (Sheldon)	15. I Saw Nancy Kissing Santa Claus—Morris (Harnam)
6. Papa Piccolino—Sherrill (Chappell)	16. Song From Moulton Grove—Conolly (Broadway)
7. Oh, You Hear Big Ben—Bak & Cox (Bak & Cox)	17. Injunnie—Auerbach (Aitman)
8. If You Love Me—World Wide (Peer)	18. I Believe—Crompton (DeLaford)
9. Chela Lou—Dunn (Hawthorn)	19. Evening in the Chapel—Morris (Vintler)
10. You See Don—Madison (Aitman)	20. Crylight (Lomlight)—Bourne (Bourne)



PARADISE LEAVES

Orchestra conducted by Archie Bleyer

Archie Bleyer Production

Watch for Don McNeil's
first new records

Archie Bleyer Production
Archie Bleyer RECORDS

LABEL WITH THE PICTURE

at 49th Street

New York 17, N. Y.

TREMENDOUS!



THE HILLTOPPERS

**FROM
THE VINE
CAME THE
GRAPE**

b/w **TIME
WILL
TELL**
DOT 15127

ORDER FROM YOUR NEAREST DOT DISTRIBUTOR

- ALEX BROS. CO.
- 136 N. Broad St., Baltimore, Md.
- BIBBICO CAT MUSIC CO.
- 130 E. 9th St., Chicago, Ill.
- B. ALCOCK SERVICE
- 1037 E. 7th St., Portland, Ore.
- REHART MUSIC CO.
- 217 Franklin Ave., Cincinnati, Ohio
- BOE 15784 MUSIC CO.
- 112 GARDEN, Dallas, Tex.
- E. & S. WEST, INC.
- 1129 1/2 Ave. S., San Antonio, Tex.
- CHARTER MUSIC CO.
- 1011 Commercial St., Boston, Mass.
- COLLIER MUSIC CO.
- 1820 E. 17th St., Tulsa, Okla.
- CHEAT MUSIC SHOP
- 102 W. 10th St., Tulsa, Okla.
- COMBAT MUSIC CO.
- 212 Franklin St., Memphis, Tenn.
- W. G. W. RECORD SERVICE, INC.
- 1181 Commercial St., Boston, Mass.
- MEYER SALES CO.
- 1122 Augusta St., Boston, Mass.
- GENERAL MUSIC CO.
- 2229 Penn. Ave., Baltimore, Md.
- SOUTHERN MUSIC CO., INC.
- 2611 N. W. 13th St., Ft. Worth, Tex.
- W. G. W. RECORD SERVICE, INC.
- 1181 Commercial St., Boston, Mass.
- PIANINA SIG. SERVICE CO.
- 1000 Huntington St., Cleveland, Ohio
- W. R. BRUFF MUSIC CO.
- 2611 N. W. 13th St., Ft. Worth, Tex.
- HERNSHAW MUSIC CO.
- 227 Thompson St., Memphis, Tenn.
- HALLORY GUY CO.
- 608 Broadway, New York, N. Y.
- W. L. BENTLEY & SONS, ENGLAND, PA.
- 2000 Broadway, New York, N. Y.
- LANGOLF MUSIC CO.
- 3115 South Main St., Chicago, Ill.
- JAMES H. WALKER
- 3016 W. Belmont Ave., Chicago, Ill.
- MUSIC OF THE FORD WEST
- 4611 W. Belmont Ave., Chicago, Ill.
- MUSIC PARTNERS OF THE EAST
- 1200 Broadway, New York, N. Y.
- MUSIC SALES
- 1117 Broadway, New York, N. Y.
- MUSIC SERVICE CO.
- 2128 W. 5th St., Dallas, Tex.
- PAW AMERICAN SINGERS
- 10 W. 34th St., New York, N. Y.
- PAW AMERICAN SINGERS
- 10 W. 34th St., New York, N. Y.
- PAW AMERICAN SINGERS
- 10 W. 34th St., New York, N. Y.
- RAMPTON
- 2128 W. 5th St., Dallas, Tex.
- ROBERTS RECORD MGMT. CO.
- 1110 Pine St., St. Louis, Mo.
- LEONARD SMITH, INC.
- 308 W. Fair St., Chicago, Ill.
- SOUTHLAND MUSIC CO.
- 841 Cleveland St., S. E. Atlanta, Ga.
- ST. LOUIS MUSIC CO.
- 1211 Olive St., St. Louis, Mo.
- EDWARD SMITH, INC.
- 1400 E. 13th St., Houston, Tex.
- SOUND MUSIC CO.
- 1328 S. New Hampshire, Los Angeles 5, Calif.

**Published by RANDY SMITH PUBLISHING CO.
Nashville, Tenn.**

Dot RECORDS • GALLATIN, TENNESSEE • **Call Home 1600**
THE NATION'S BEST SELLING RECORDS

The Billboard's Music Popularity Charts

... for Week Ending January 16

REVIEWS OF HIS RECORDS

Popular

THE HILLTOPPERS

THE TOP 100... 17
... 1933-1940... 17
... 1941-1945... 17
... 1946-1950... 17
... 1951-1953... 17

ARTIST KATE

... 26
... 1933-1940... 26
... 1941-1945... 26
... 1946-1950... 26
... 1951-1953... 26

GEORGIA GIBBS

... 30
... 1933-1940... 30
... 1941-1945... 30
... 1946-1950... 30
... 1951-1953... 30

FRANK SINATRA

... 31
... 1933-1940... 31
... 1941-1945... 31
... 1946-1950... 31
... 1951-1953... 31

RICHARD BAYNE

... 33
... 1933-1940... 33
... 1941-1945... 33
... 1946-1950... 33
... 1951-1953... 33

JIMMY SACKS

... 36
... 1933-1940... 36
... 1941-1945... 36
... 1946-1950... 36
... 1951-1953... 36

RONNIE HAROLD

... 37
... 1933-1940... 37
... 1941-1945... 37
... 1946-1950... 37
... 1951-1953... 37

JOHNny MADDOX

... 38
... 1933-1940... 38
... 1941-1945... 38
... 1946-1950... 38
... 1951-1953... 38

SUNNY GALE

... 39
... 1933-1940... 39
... 1941-1945... 39
... 1946-1950... 39
... 1951-1953... 39

DAVID CARROLL

... 40
... 1933-1940... 40
... 1941-1945... 40
... 1946-1950... 40
... 1951-1953... 40

JACK PRINCE

... 41
... 1933-1940... 41
... 1941-1945... 41
... 1946-1950... 41
... 1951-1953... 41

PEGGY LEE & GORDON BENFORD

... 42
... 1933-1940... 42
... 1941-1945... 42
... 1946-1950... 42
... 1951-1953... 42

SAMMY KAYE ORK

... 43
... 1933-1940... 43
... 1941-1945... 43
... 1946-1950... 43
... 1951-1953... 43

AL BRENNEIS

... 44
... 1933-1940... 44
... 1941-1945... 44
... 1946-1950... 44
... 1951-1953... 44

RYEY WRIGHT

... 45
... 1933-1940... 45
... 1941-1945... 45
... 1946-1950... 45
... 1951-1953... 45

FONTANE SISTERS

... 46
... 1933-1940... 46
... 1941-1945... 46
... 1946-1950... 46
... 1951-1953... 46

VAUGHN MONROE

... 47
... 1933-1940... 47
... 1941-1945... 47
... 1946-1950... 47
... 1951-1953... 47

TONY MARTIN

... 48
... 1933-1940... 48
... 1941-1945... 48
... 1946-1950... 48
... 1951-1953... 48

MERY GREFFIN

... 49
... 1933-1940... 49
... 1941-1945... 49
... 1946-1950... 49
... 1951-1953... 49

Number of Releases This Week

Listed Alphabetically by Label

Table with columns: Label, Pop, C&W, R&B. Lists labels like Capitol, Decca, Mercury, etc.

Sacred

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Reviews of religious recordings

Rhythm & Blues

LITTLE WILTON

... 65
... 1933-1940... 65
... 1941-1945... 65
... 1946-1950... 65
... 1951-1953... 65

THE "FIVE" ROYALS

... 66
... 1933-1940... 66
... 1941-1945... 66
... 1946-1950... 66
... 1951-1953... 66

THE HOWLIN' WOLF

... 67
... 1933-1940... 67
... 1941-1945... 67
... 1946-1950... 67
... 1951-1953... 67

JIMMY BEY BIRD

... 68
... 1933-1940... 68
... 1941-1945... 68
... 1946-1950... 68
... 1951-1953... 68

PALE MICKELSON

... 69
... 1933-1940... 69
... 1941-1945... 69
... 1946-1950... 69
... 1951-1953... 69

THE SOL THRO ATLAS

... 70
... 1933-1940... 70
... 1941-1945... 70
... 1946-1950... 70
... 1951-1953... 70

WALTER FRIZKON'S MUSSETTE ORK

... 71
... 1933-1940... 71
... 1941-1945... 71
... 1946-1950... 71
... 1951-1953... 71

ROY BROWN

... 72
... 1933-1940... 72
... 1941-1945... 72
... 1946-1950... 72
... 1951-1953... 72

VALTARO MUSSETTE ORK

... 73
... 1933-1940... 73
... 1941-1945... 73
... 1946-1950... 73
... 1951-1953... 73

Jazz

Reviews of jazz recordings

Country & Western

FERR PIERCE

... 74
... 1933-1940... 74
... 1941-1945... 74
... 1946-1950... 74
... 1951-1953... 74

HANK SNOW

... 75
... 1933-1940... 75
... 1941-1945... 75
... 1946-1950... 75
... 1951-1953... 75

JERRY GIBB

... 76
... 1933-1940... 76
... 1941-1945... 76
... 1946-1950... 76
... 1951-1953... 76

JIMMIE FLETCHER

... 77
... 1933-1940... 77
... 1941-1945... 77
... 1946-1950... 77
... 1951-1953... 77

CHARLIE PICKARD

... 78
... 1933-1940... 78
... 1941-1945... 78
... 1946-1950... 78
... 1951-1953... 78

RED RIVER DAVE

... 79
... 1933-1940... 79
... 1941-1945... 79
... 1946-1950... 79
... 1951-1953... 79

MARGARET WHITING

... 80
... 1933-1940... 80
... 1941-1945... 80
... 1946-1950... 80
... 1951-1953... 80

RICHARD GRAY

... 81
... 1933-1940... 81
... 1941-1945... 81
... 1946-1950... 81
... 1951-1953... 81

BERRY SISTERS

... 82
... 1933-1940... 82
... 1941-1945... 82
... 1946-1950... 82
... 1951-1953... 82

CURLY GIBSON

... 83
... 1933-1940... 83
... 1941-1945... 83
... 1946-1950... 83
... 1951-1953... 83

RATINGS: 90-100: Best; 80-89: Excellent; 70-79: Good; 60-69: Satisfactory; 0-59: Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of an differential... THE CATEGORIES: Following are the maximum possible ratings...

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record

a FRANK CHACKSFIELD HIT
backed by
a FRANK CHACKSFIELD HIT

TWO HIT SIDES ON ONE RECORD



DANCING PRINCESS
and
GOLDEN TANGO

1381 and 45-1381

Don't forget
GOLDEN VIOLINS
 1368 & 45-1368
EBB TIDE
 1358 & 45-1358
LIMELIGHT
 1342 & 45-1342

LONDON



The Billboard's Music Popularity Charts

... for Week Ending January 16

THIS WEEK'S BEST SELLERS

According to FULLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

Popular

FROM THE VINE CAKE THE GRAPE (Randy Smith, ASCAP) - The Gaylords - Mercury 7928

Starting off nicely, disk is already reported strong in New York, Philadelphia, Buffalo, Cleveland, Detroit, Milwaukee and St. Louis. Good reports were also received from Chicago and Cincinnati. Flip is "Sloten Moments" (Tannen, BMI)

TALL COME (Gowerie, BMI) CHANGING PARTNERS (Porgie, BMI) - Bing Crosby - Decca 2898

Doing excellent business since time of release, the crooner's recent TV appearance has spurred intensive new interest in this disk in all markets. Territorial charts that list one of the sides include Washington-Baltimore, Dallas-Fort Worth, Atlanta and Los Angeles. Currently, the edge is on "Tall Come."

I GET SO LONELY (Taylor, ASCAP) - The Four Knights - Capitol 2684

Record has built steadily in the past few weeks and is now reported good in Buffalo, Cincinnati, Cleveland, Nashville, Durham, Milwaukee, St. Louis and Atlanta. Flip is "I Couldn't Stay Away From You" (Johnstone-Montel, BMI).

I'M NEVER WALK ALONE (Harms, ASCAP) Y'AM GONNA SIT RIGHT DOWN AND CRY (Royal, BMI) - Roy Hamilton - Epic 9015

The first release of this big-voiced new artist has started off like a house afire

Boston, New York, Philadelphia and Pittsburgh. Looks like a big one that could break in both pop and r.&b. markets.

Latin American

EL BAION - Joe Loco Quintet - Tico 20-208

One of the biggest L.-A. disks in a long time. Starting off unusually well in New York and Philadelphia, disk is moving out of the traditional L.-A. markets and doing well in many important r.&b. territories as well. Strength of the record in Boston and Pittsburgh indicates that it could also see good pop action. Flip is "Gee."

Rhythm & Blues

I DO (Beas, BMI) - FIVE ROYALS - Apollo 452

Moving out with little delay, the group's most recent release is registering strong sales in Philadelphia, Cincinnati, Atlanta and St. Louis. Among the territories returning good reports are Detroit, Durham and Nashville. Flip is "Good Things" (Beas, BMI). A previous "New Record to Watch."

ROBE OF CALVARY (Hill & Range, BMI) - The Orioles - Jubilee 314

A fine spread of good reports was returned this week from markets that included New York, Philadelphia, Cincinnati, Cleveland, Detroit, Nashville, St. Louis and Atlanta. Flip is "No One But You" (Peer, BMI).

EBB TIDE (Robbins, ASCAP) - The Ink Spots - King 1297

Strong activity on this disk was reported in New York, Washington, Baltimore, Cincinnati,

St. Louis and Milwaukee. Additional good reports were received from Philadelphia, Buffalo, Nashville, Durham and Atlanta. Flip is "If You Should Say Good-Bye" (Spier, ASCAP).

Country & Western

TENNESSEE WHISTLING MAN (Stroud, BMI)

- Red Foley - Decca 2900

Taking off with Foley's typical speed, disk is already reported strong in Atlanta, St. Louis, Buffalo, Cincinnati and Eastern Pennsylvania. Good reports were also received from Chicago and Cleveland. Flip is "As Far As I'm Concerned" (Hill & Range, BMI). A previous "New Record to Watch."

I LOVE YOU - Ginny Wright - Jim Reeves - Faber 101

A sleeper that is gaining momentum. Los Angeles, Atlanta, New Orleans, St. Louis, Chicago, Cleveland and Cincinnati were among the territories returning good and strong reports. Flip is "I Want You, Yes."

SLOWLY (Hill & Range, BMI)

YOU JUST CAN'T BE TRUE (Cedarwood, BMI)

- Webb Pierce - Decca 2891

Another fast-mover. Rated strong in Atlanta, St. Louis, Cincinnati, and Buffalo. Good reports were also received from Nashville, Durham and Eastern Pennsylvania. Preference for side is almost evenly split at this point. A previous "New Record to Watch."

NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

Popular

PATTI PAGE

Johnny Guitar (Chappell, ASCAP) Cross Over the Blues (Valaida, ASCAP) - Mercury 7920 - On the heels of her smash slicing of "Changing Partners" the thrush has come thru with two powerful performances of two smart pieces of material. "Guitar" is a smooth ballad, "Bridge" a bright, lively semi-sacred effort. Both are fine.

FRANK SINATRA

Young At Heart (Sunbeam, BMI) - Capitol 4708 - The warbler has an enchanting lure here with a wonderful set of lyrics and he sells it charmingly. It's Sinatra's best work since he made the teen-agers swoon. Flip is an up-tempo novelty "Take a Chance" (Barton, ASCAP).

ROY HAMILTON

You'll Never Walk Alone (T. B. Harms, ASCAP) I'm Gonna Sit Right Down and Cry (Royal, BMI) - Epic 9015 - See "Best Buys"

Rhythm & Blues

RUTH BROWN

Lova Contest (Fisher, ASCAP) - Atlantic 1018 - Sultry Ruth Brown has her best record here since the legendary "Mama" as she soaks over the story of a love contest. The beat is thumbs blues and solid. Sales should be solid too.

Classical Album

ARTURO TOSCANINI-NBC ORK

Ode to Joy - RCA Victor LRM 7046 - A popular excerpt from the final movement of the Beethoven "Ninth Symphony." A fabulous seller in the complete version, this low-cost 18-inch LP also figures to attract many sales. (See separate review in Packaged Record section.)

LEOPOLD STOKOWSKI ORK

Enesco: Roumanian Rhapsodies Nos. 1 & 2

Country & Western

BETTY CODY

Please Throw Away the Glass (Country, BMI) - RCA Victor 20-5499 - The thrush could have a winner here with this powerful plea for temperance on the part of her beloved. Flip is a weeper "You Can't Feel the Way I Do" (Tannen, BMI).

JEAN SHEPARD-FERLIN HUSKEY

The Glass That Stands Beside You (Cedarwood, BMI) Let's Kiss and Try Again (Central, BMI) - Capitol 2706 - The thrush turns in a sock reading on the tune made famous by Webb Pierce - this version with a new set of lyrics. On the flip she teams up with Huskey for a happy performance of a mighty cue novelty. Fine sales potential here.

COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops, in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

Popular

- BIMBO Jim Reeves - Abbott 148
CEST SI BON DEAR JOHN AND MARSHA LETTER Stan Freberg - Capitol 2677
THE CREEP Just One More Chance Three Suns - RCA Victor 29-5553
THE CREEP Ralph Marterie - Mercury 7028
FROM THE VINE CAME THE GRAPE TIME WILL TELL Hilltoppers - Dot 15127

- MAKE LOVE TO ME Jo Stafford - Columbia 40143
MARIE Four Tunes - Jubilee 5128
OUR HEARTBREAKING WALTZ BELL BOTTOM BLUES Teresa Brewer - Coral 61906
SADIE THOMPSON'S SONG Richard Hayman - Mercury 7027
TILL THEN Hilltoppers - Dot 15132
WHY ANSWER ME, MY LOVE Nat Cole - Capitol 2887
WOMAN MAN Rosemary Clooney - Jose Ferrer - Columbia 4014
YOU'RE MY EVERYTHING YOU'RE NEARER Joni James - MG-M 30829

Country & Western

- BIMBO CHANGING PARTNERS Fee Wee King - RCA Victor 20-5577
RUM TUM OFF Lefty Frizzell - Columbia 21194
RUM TUM OFF Otis Wheeler - Okeh 18022
WHAT AM I GOING TO DO WITH YOU Doc, Gene Smith - Baby, I'm In Love Carl Smith - Columbia 21197

Rhythm & Blues

- CALL BEFORE YOU GO HOME Memphis Slim - United 166
EBB TIDE Ink Spots - King 1297

- FIFTEEN FORTY SPECIAL Joe Weaver and Blue Notes - Decca 6909
GET IT The Royals - Federal 12133
GOOD, GOOD WHISKEY Anne Miltner - Aladdin 3218
I Velvet - Robin 122
MAKE ME A PRESENT OF YOU Eric Andrews - Trend 68
PING PONG Tony Breadshaw - King 4687
SING MY MAN HAS GONE AND WENT Tony Breadshaw - King 4687
MY MAN IS AN UNDERTAKER Dinah Washington - Mercury 70284
SUNDAY KIND OF LOVE Harp Tones - Bruce 101
YOU'RE STILL MY BABY Chuck Willis - Okeh 7015

CURRENT POP RECORDS

See page 28 for the top pop records.
See page 35 for the top c.w. records.
See page 40 for the current top r.&b. records.
See pages 32 and 33 for the current top packaged records.

BETTER!

GEORGIA GIBBS

"Somebody Bad Stole De Wedding Bell"

MERCURY 70298 • 70298X45

BILLBOARD BEST BUYS (JANUARY 16)

GEORGIA GIBBS
Somebody Bad Stole De Wedding Bell—Mercury 70298—A very fetching reading by Her Nibs of this clever calypso ditty. Backing too stands out. Flip is "Baubles, Bangles and Beads," from the Mercury EP of "Kismet."

NEW RECORDS TO WATCH Billboard

JANUARY 2, 1954

VIC DAMONE

The Breeze and I—Mercury 70287—Damone, off the kick of following an instrumental with a vocal version for the first time in months, turns in a potentially winning job on this lovely standard. He has a confident voice filled with warmth. Flip is "To Love You."

VIC DAMONE



NEW RECORDS TO WATCH Billboard

RICHARD HAYES

King for a Day
Downhill—Mercury 70297—Two sides that should collar an awful lot of spins. "King" features a very unusual arrangement, with a sock performance by Hayes, while "Downhill" is a lovely country-styled ditty.

RICHARD HAYES



THIS WEEK'S BEST BUYS Billboard

SINCE MY MAN HAS GONE AND WENT MY MAN'S AN UNDERTAKER—Dinah Washington—Mercury 70284

Two-sided action here and numerous strong reports. Strongest came from New York, Philadelphia, Buffalo, St. Louis and Milwaukee. Several other areas added reports of good sales.

DINAH WASHINGTON



THIS WEEK'S BEST BUYS Billboard

SADIE THOMPSON'S SONG—Richard Hayman—Mercury 70287

Movie tune has been around for some weeks. With film now around to help in exploitation, reports have definitely improved. Good activity is now reported in New York, Buffalo, Cincinnati, Chicago, Los Angeles, Detroit and Cleveland. Flip is "Drive In."

RICHARD HAYMAN



The Billboard's Music Popularity Charts ... for Week Ending January 16

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current estimated selling importance as the retail level. Results are based on the Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist
1		7	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5525-ASCAP
2		11	THAT'S AMORE—D. Martin	Yo's the Right One—Cap 2589-ASCAP
3		19	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Cap 4048-ASCAP
4		9	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 7020-BMI
5		19	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 2927-ASCAP
6		7	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Cap 4012-ASCAP
7		15	RICOCHET—T. Brewer	Too Young to Tango—Coral 4104-BMI
8		12	SECRET LOVE—Doris Day	Deadwood Stage—Cap 4010-ASCAP
9		13	WHAT IT WAS, WAS FOOTBALL	(Parts I & II)—Deacon A. Griffith, Cap 3993-BMI
10		11	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 2927-ASCAP
11		10	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5525-ASCAP
12		21	EBB TIDE—F. Chacksfield	Walking Single Boy—London 1358-ASCAP
13		8	OH, MEIN PAPA—E. Calvert	Mystery Street—Euxa 336-ASCAP
14		7	CHANGING PARTNERS—K. Starr	It Always Be in Love With You—Cap 2657-BMI
15		1	JONES BOY—Mills Brothers	So Wo Fine and He Took—Dec 2925-ASCAP
16		20	EH CUMPARI—J. La Rosa	Yo, There's All Goe Home—Columbia 122-ASCAP
17		31	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-5125-BMI
18		1	TILL WE TWO ARE ONE—G. Shaw	Hesitant—Dec 2927-ASCAP
19		20	HEART OF MY HEART—A. Dale	J. Desmond, D. Cornell, I Think It's Fair—La Love—Coral 4107-ASCAP
20		12	YOU ALONE—P. Como	Pa-Pa Mama—V 20-5443-ASCAP

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on the Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist
1		17	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Cap 4048-ASCAP
2		16	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5525-ASCAP
3		10	THAT'S AMORE—D. Martin	Yo's the Right One—Cap 2589-ASCAP
4		7	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 7020-BMI
5		15	RICOCHET—T. Brewer	Too Young to Tango—Coral 4104-BMI
6		6	OH, MEIN PAPA—E. Calvert	Mystery Street—Euxa 336-ASCAP
7		8	CHANGING PARTNERS—K. Starr	It Always Be in Love With You—Cap 2657-BMI
8		11	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 2927-ASCAP
9		6	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Cap 4012-ASCAP
10		30	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-5125-BMI
11		4	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 2927-ASCAP
12		2	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5525-ASCAP
13		18	EH CUMPARI—J. La Rosa	Yo, There's All Goe Home—Columbia 122-BMI
14		15	MANY TIMES—E. Fisher	Just to Be With You—V 20-5453-BMI
15		4	MARIE—Four Tunes	I Claimed With Love—Jubilee 5128-ASCAP
16		12	EBB TIDE—F. Chacksfield	Walking Single Boy—London 1358-ASCAP
17		21	VAYA CON DIOS—L. Paul-M. Ford	Johnny—Cap 2486-ASCAP
18		8	HEART OF MY HEART—D. Cornell, A. Dale, J. Desmond	I Think It's Fair in Love Today—Coral 4107-ASCAP
19		4	SEE THE MOON—Mariners	I Just Want You—Cap 4040-ASCAP
20		1	GRANADA—F. Laine	I Give My Life—Cap 4016-BMI

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on the Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist
1		8	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5525-ASCAP
2		10	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Cap 4048-ASCAP
3		7	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 2927-ASCAP
4		10	THAT'S AMORE—D. Martin	Yo's the Right One—Cap 2589-ASCAP
5		8	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 7020-BMI
6		9	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Cap 4012-ASCAP
7		17	RICOCHET—T. Brewer	Too Young to Tango—Coral 4104-BMI
8		7	OH, MEIN PAPA—E. Calvert	Mystery Street—Euxa 336-ASCAP
9		8	CHANGING PARTNERS—K. Starr	It Always Be in Love With You—Cap 2657-BMI
10		14	SECRET LOVE—Doris Day	Deadwood Stage—Cap 4010-ASCAP
11		2	WHAT IT WAS, WAS FOOTBALL	(Parts I & II)—Deacon A. Griffith, Cap 3993-BMI
12		4	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5525-ASCAP
13		1	GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2658-ASCAP
14		3	CHANGING PARTNERS—D. Shore	Thin—V 20-5515-BMI
15		2	OH, MEIN PAPA—R. Anthony	Secret Love—Cap 2676-ASCAP
16		1	MAKE LOVE TO ME—J. Stafford	Ah-Adios Amigo—Cap 4013-ASCAP
17		22	EBB TIDE—F. Chacksfield	Walking Single Boy—London 1358-ASCAP
18		2	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 2927-ASCAP
19		16	MANY TIMES—E. Fisher	Just to Be With You—V 20-5453-BMI
20		11	YOU ALONE—P. Como	Pa-Pa Mama—V 20-5443-ASCAP

Vox Jox

By CHARLOTTE SUMMERS

Heart Fund

Declar Joy Mulvihill, WTAM, Cleveland, national chairman of the American Heart Association Fund Campaign to be conducted during February, will mobilize the nation's deejays in support of the drive. Mulvihill, who is a heart disease patient, was appointed to the chairmanship by maestro Paul Waiseman. He was singled out as one of the millions of heart disease cases who are leading painful and happy lives. Mulvihill is conducting a poll among jocks across the country to name choices for the top female and male record artists. The two winning vocalists will be crowned "King and Queen of Hearts" for the 1954 Heart Fund on a special network radio show in February. Summerson top recording discs have made records to emphasize the Heart Fund Campaign theme. "Hip Turn the Tables on Heart Disease."

Billboard Bows

Ed Jenkins, KOEL, Oelwein, Ia., writes: "Just a line to let you know that we got a genuine live out of reading the 'Vox Jox' column and others in The Billboard each week." From Vic Knight, WXLY, Indianapolis: "This is partly a note of thanks for a particular service I appreciate. First, bouquets are in order for the little 'yesteryear's hit' box in the column. My show at 11 a.m. daily is based on just such material and it's downright indispensable. And incidentally, there some mixup our Billboard subscription was allowed to expire a couple of weeks before the new one was started. ... let me tell you, it's like working without a turntable ... since several of our shows build from The Billboard charts."

Fan Club Convention

Arl Ford's "First National Fan Club Convention," will bring 300

teen-age fan club presidents to Manhattan on January 23 to hold a real "working" convention. Representing between 30 and 100,000 club members, they will be addressed by famous stars, participate in four research experiments to determine their exact tastes, compare fan club publications and stage a demonstration of the proper and improper technique of obtaining autographs. The four research experiments will be conducted by Coral, Epic, Audivox and Trend.

Change of Theme

Mike James, WWIN, Baltimore, has moved to the morning time slot of 6 to 10. ... Noble Sissle, "Mr. Shuffle Along" songwriter, actor, singer, orchestra conductor, unofficial mayor of Harlem and president of the Negro Actors Guild of America, will take on a new assignment over WGMG, New York, on January 18. Assisted by Paul Goodson, WGMG staff announcer, Sissle will be heard Monday thru Saturday playing the best of popular music with special emphasis on Negro recordings. ... Stan Pax, formerly music director for WTNY, Trenton, N. J., has resigned to concentrate on the national management of RCA Victor's new 7.8-in. recording size. ... Dick Wagner, N. H., in addition to his job as sports reporter for the KBR station in New York, will emcee a new TV program via (Continued on page 28)

YESTERYEAR'S TOPS—

The nation's top tunes as records as reported in the Billboard

- JANUARY 22, 1944:
1. Paper Doll
 2. My Heart Tells Me
 3. Star Eyes
 4. My Shining Hour
 5. Boogie Woogie
 6. Shoo-Shoo Baby
 7. They're Either Too Young or Too Old
 8. People Will Say We're in Love
 9. Blue Rain
 10. How Sweet You Are
- JANUARY 22, 1949:
1. A Little Bird Told Me
 2. Buttons and Bows
 3. On a Slow Boat to China
 4. My Darling, My Darling
 5. Far Away Places
 6. Saverdey Blue
 7. Powder Your Face With Sunshine
 8. You Were Only Foolin'
 9. Can'to Le Gusta
 10. Galway Bay

See
PAGES 32 AND 33
for
The Billboard
Packaged Record
REVIEWS

NEW RELEASES

RCA VICTOR—RELEASE #34-4

POPULAR

**THAT'S WHAT A HAWY DAT IS FOR
LOOK OUT, I'M ROMANTIC**
(Both from the MGM film "Easy to Love")

Terry Martin with
orchestra... 20-5576 (47-5596)*
ALWAYS, ALWAYS IN MY DREAMS
TALKIN' TO A SPARROW

Vaughn Monroe and
his Orchestra... 20-5608 (47-5600)*
CLOSE TO ME
JUST IN CASE YOU CHANGE YOUR MIND

Sunny Gale with
orchestra... 20-5609 (47-5601)*
SOMEBODY BAD STOLE DE WEDDING BELL
(Who's Got De Ding Dong)

(From the new Copacabana Show of
1954)

LOVIN' SPREE
Eartha Kitt with Henri
René's Orchestra and
Chorus... 20-5610 (47-5610)*

DARTTOWN STRUTTERS BALL (Italian Style)
I KNOW HOW YOU FEEL
Leo Monte with Hugo Winterhalter
and his Orch... 20-5611 (47-5611)*

THE BANGIN'
TILL THEN
The Fontaine Sisters
with arch... 20-5612 (47-5612)*

HERE GOES—Polla
A LETTER INSTEAD OF A ROSE—Waltz
Johnny Vendoul and
orch... 20-5604 (47-5604)*

COUNTRY-WESTERN
I WISH THEY WOULD!
MAN (Uh—Huh)

Minnie Pearl... 20-5605 (47-5605)*
TAKIN' TIME OUT FOR YEARS
GOTTA GIT A-GOIN'

The Davis Sisters... 20-5607 (47-5607)*
YO YO HEART
CHANCES ARE

Bobby Williamson... 20-5613 (47-5613)*

SACRED
ROBE OF CALVARY
PRAYER

Eddy Arnold, The Tennessee
Flowboy... 20-5601 (47-5601)*

COUNTRY-WESTERN
WHERE'S DADDY
NO SURVIVORS

Jerry Gilmore... 20-5599 (47-5599)*
PLEASE THROW AWAY THE GLASS
YOU CAN'T FEEL THE WAY I DO

Betty Cody... 20-5600 (47-5600)*
*47 each cat. net.

BEST SELLERS
POPULAR

Oh My Pa/Pa/Dell You Said Goodbye
Eddie Fisher... 20-5552 (47-5552)*
Two Alone/Two Alone

Perry Como... 20-5647 (47-5647)*
Stranger in Paradise/ Love Balls
Terry Martin... 20-5553 (47-5553)*

You, You, You/Once Upon a Time
Ames Brothers... 20-5525 (47-5525)*
The Creep/All One More Dance

The Three Suns... 20-5553 (47-5553)*
Mary Pickford Is In With You
Eddie Fisher... 20-5453 (47-5453)*

Madam/Goodbye
Henri René... 20-5595 (47-5595)*
Changing Partners/Think

Donah Shore... 20-5615 (47-5615)*
Can't Sit/ African Limbo
Eartha Kitt... 20-5598 (47-5598)*

I Believe/Forward, Christian Soldiers
Perry Como... 20-5571 (47-5571)*
Santa Baby/Under the Brightest of Stars

Eartha Kitt... 20-5502 (47-5502)*
The Tired Knees/Elaine
Hugo Winterhalter...

Henri René... 20-5605 (47-5605)*
Be Mine Love/Keep It Go
Perry Como... 20-5317 (47-5317)*

You-Eve-U/My Shal
Hummel & Jarboe... 20-5555 (47-5555)*
Boogie Woogie Mama/ Can't Believe That

You're in Love With Me
Ames Brothers... 20-5530 (47-5530)*

COUNTRY-WESTERN
Changing Partners/Think
Fay Wray King... 20-5537 (47-5537)*

I Forget More Than You'll Ever Know/Back & Bye
Boyzia
Davis Sisters... 20-5545 (47-5545)*

I Really Don't Want to Leave/733 River God
Over You
Eddy Arnold... 20-5525 (47-5525)*

Panama/Ad 1, Ad 2, Ad 3
Hank Snow... 20-5592 (47-5592)*
Robt at Calvary/Prayer
Eddy Arnold... 20-5601 (47-5601)*

Birmingham Jail/Waboch Walls
Slim Whitman... 20-5557 (47-5557)*
The Red Book of Cards/Book of Cards
Fay Wray King... 20-5587 (47-5587)*

If I Never Got To Havana/Mama, Come Get
Your Baby Boy
Eddy Arnold... 20-5415 (47-5415)*
Love Trap/Chalet Out of Love
Johnston & Jack... 20-5581 (47-5581)*

Please Throw Away the Glass/You Can't Feel
The Way I Do
Betty Cody... 20-5600 (47-5600)*

RHYTHM-BLUES
Don't Get Around Much Anymore/Water Boy
Four Tunes... 20-5532 (47-5532)*
Night and Buddy/Feel, Feel, Feel
Flomo Red... 20-5544 (47-5544)*
I'm Alone/Fears of Joy
Bernice Reardon... 20-5567 (47-5567)*

*EARTHA'S great...
with a double-decker hit!*

EARTHA KITT

**SOMEBODY BAD
STOLE DE WEDDING BELL**
and
LOVIN' SPREE
with Henri René's
Orchestra & Chorus
20/47-5610



*the hit tune
from "THE JOE LOUIS STORY"*

SUNNY GALE

CLOSE TO ME
and
**JUST IN CASE YOU
CHANGE YOUR MIND**
20/47-5600



*Craziest Italian
Lyrics you ever heard!*

LOU MONTE

**DARTTOWN
STRUTTERS BALL**
and
**I KNOW HOW
YOU FEEL**
with Hugo Winterhalter,
and His Orchestra
20/47-5611



RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

For Week Ending January 16

LADDER OF
Best Sellers
FROM
King
Federal

AND
DeLUXE
RECORDS
AVAILABLE ON 45 RPM

BILLY WARD AND HIS DOMINOS
DON'T THINK ME
KING 1200

UNTIL THE REAL THING COMES
ALONG
MY RAY'S 5-D
Federal 1212

HANK LOCKLIN
LET ME BE THE ONE
THE TIED OF RUNNING
AROUND
4 Star 1841

MICKEY ROONEY
ALMOST BLUES
BOULABASSA
King 1296

TINY BRADSHAW
PING PONG
HONEY PUFF
King 4687

THE INK SPOTS
EER TIO
CHANGING PARTNERS
King 1297

TOMMY BROTHERS
TIGHT WAD
KENTUCKY
King 1299

EARL BOSTIC
MEMORIES
OFF SHOED
King 4653

CLIFF RODGERS
RED DECK OF CARDS
THE ARM OF UNCLE SAM
DeLuxe 2010

ROY BROWN
LETTER FROM HOME
MIDNIGHT LOVER
King 4642

BONNIE LOU
THIRTEEN WIG WALK
HAND-ME-DOWN HEART
King 1237

RUBY WRIGHT
RIMBO
BOY, YOU GOT YOURSELF A
GIRL
King 1265

THE CHECKERS
WHITE CUFFS OF DOVER
WITHOUT A SONG
King 4673

JIMMIE ODORNE
YOU ALL COME
COME BACK TO YOUR LOVED
ONES
King 1295

THE ROYALS
THAT'S IT
SOMEONE LIKE YOU
DeLuxe 2160

JOE WEAVER
1540 SPECIAL
SOFT FLOW
DeLuxe 6006

JACK CARDWELL
I CAN'T MAKE UP MY MIND
WALKING AWAY MY BLUES
King 1292

FLUFFY NUMBER
CLIMB THE WALL
TO SAY I LOVE YOU
King 1211

LOUIE IRVINS
I GOT A ROUND TRIP TICKET
YOU'VE GOT IT
King 1298

DISTRIBUTED BY

King
1954
RECORDS
INC.

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Favorites to Watch" have appeared for the first time this week on any of the city charts. These are spotlighted for the convenience of dealers and operators in other territories.

Boston... **BELL BOTTOM BLUES** T. Brewer, Coral 61066
WOMAN R. Clooney & J. Ferrer, Columbia 40144

Detroit
New York... **MAN** R. Clooney & J. Ferrer, Columbia 40144
Los Angeles... **CHANGING PARTNERS** Bing Crosby, Decca 28989

Philadelphia... **ARE YOU LOOKING FOR A SWEETHEART?** K. Kallen, Decca 29004

Pittsburgh... **BELL BOTTOM BLUES** T. Brewer, Coral 61066

Seattle... **WOMAN** R. Clooney & J. Ferrer, Columbia 40144

Territorial Best Sellers

Listings are based on late records received via Western Union messenger service from top dealers in each of the markets listed.

Atlanta

1. **Stranger in Paradise** Four Aces, Decca
2. **Oh, My Papa** E. Fisher, Victor
3. **What It Was, Was Football** Deacon A. Griffith, Capitol
4. **Y'all Come** Bing Crosby, Decca
5. **Rags to Riches** T. Bennett, Columbia
6. **That's Amore** D. Martin, Capitol
7. **Changing Partners** K. Starr, Capitol
8. **Ricochet** T. Brewer, Coral

Boston

1. **Oh, My Papa** E. Fisher, Victor
2. **Bell Bottom Blues** T. Brewer, Coral
3. **That's Amore** D. Martin, Capitol
4. **Oh, Mein Papa** E. Calvert, Essex
5. **Stranger in Paradise** Four Aces, Decca
6. **Changing Partners** P. Page, Mercury
7. **Stranger in Paradise** T. Bennett, Columbia
8. **Woman** R. Clooney-J. Ferrer, Columbia
9. **Ricochet** T. Brewer, Coral
10. **Secret Love** Doris Day, Columbia

Buffalo

1. **Oh, My Papa** E. Fisher, Victor
2. **That's Amore** D. Martin, Capitol
3. **Rags to Riches** T. Bennett, Columbia
4. **Stranger in Paradise** T. Bennett, Columbia

Chicago

1. **Oh, My Papa** E. Fisher, Victor
2. **Stranger in Paradise** T. Martin, Victor
3. **Secret Love** Doris Day, Columbia
4. **That's Amore** D. Martin, Capitol
5. **Marie** Four Tunes, Jubilee
6. **Till Then** Hilltoppers, Dot
7. **Changing Partners** P. Page, Mercury
8. **Woman** J. Desmond, Coral
9. **Stranger in Paradise** Four Aces, Decca
10. **To Be Alone** Hilltoppers, Dot

Cincinnati

1. **Oh, My Papa** E. Fisher, Victor
2. **Stranger in Paradise** Four Aces, Decca
3. **That's Amore** D. Martin, Capitol
4. **Changing Partners** P. Page, Mercury
5. **Rags to Riches** T. Bennett, Columbia
6. **You Alone** P. Como, Victor
7. **Till Then** Hilltoppers, Dot
8. **What It Was, Was Football** Deacon A. Griffith, Capitol
9. **Ebb Tide** F. Chackfield, London
10. **Ricochet** T. Brewer, Coral

Cleveland

1. **Oh, My Papa** E. Fisher, Victor
2. **That's Amore** D. Martin, Capitol
3. **Changing Partners** P. Page, Mercury
4. **Stranger in Paradise** Four Aces, Decca
5. **Bimbo** J. Reeves, Abbott
6. **Ebb Tide** F. Chackfield, London
7. **Ball Bottom Blues** T. Brewer, Coral
8. **Heart of My Heart** Four Aces, Decca
9. **Secret Love** Doris Day, Columbia
10. **Et Chumpari** J. La Rosa, Cadence

Dallas-Ft. Worth

1. **Stranger in Paradise** Four Aces, Decca
2. **Oh, My Papa** E. Fisher, Victor
3. **Rags to Riches** T. Bennett, Columbia
4. **Y'all Come** Bing Crosby, Decca
5. **That's Amore** D. Martin, Capitol
6. **Istanbul** Four Lads, Columbia
7. **What It Was, Was Football** Deacon A. Griffith, Capitol

Detroit

1. **Oh, My Papa** E. Fisher, Victor
2. **Stranger in Paradise** T. Bennett, Columbia
3. **That's Amore** D. Martin, Capitol
4. **Changing Partners** P. Page, Mercury
5. **Rags to Riches** T. Bennett, Columbia
6. **Ricochet** T. Brewer, Coral
7. **Johns Bay** Mills Brothers, Decca
8. **Stranger in Paradise** Four Aces, Decca
9. **Heart of My Heart** D. Cornell-A. Dale-J. Desmond, Coral
10. **Man** R. Clooney-J. Ferrer, Columbia

Kansas City, Mo.

1. **Oh, My Papa** E. Fisher, Victor
2. **That's Amore** D. Martin, Capitol
3. **Rags to Riches** T. Bennett, Columbia
4. **Changing Partners** P. Page, Mercury
5. **Ricochet** T. Brewer, Coral
6. **Stranger in Paradise** T. Martin, Victor
7. **That's Amore** D. Martin, Capitol
8. **Stranger in Paradise** T. Bennett, Columbia
9. **Ebb Tide** F. Chackfield, London
10. **Rags to Riches** T. Bennett, Columbia
11. **Heart of My Heart** Four Aces, Decca
12. **Johns Bay** Mills Brothers, Decca
13. **Stranger in Paradise** Four Aces, Decca
14. **Are You Looking for a Sweetheart?** K. Kallen, Decca

Los Angeles

1. **Oh, My Papa** E. Fisher, Victor
2. **That's Amore** D. Martin, Capitol
3. **Stranger in Paradise** T. Bennett, Columbia
4. **Rags to Riches** T. Bennett, Columbia
5. **Stranger in Paradise** T. Martin, Victor
6. **Ricochet** T. Brewer, Coral
7. **Secret Love** Doris Day, Columbia
8. **Changing Partners** Bing Crosby, Decca
9. **Et Chumpari** J. La Rosa, Cadence
10. **Changing Partners** P. Page, Mercury

Milwaukee

1. **Oh, My Papa** E. Fisher, Victor
2. **Till We Two Are One** G. Shaw, Decca
3. **Rags to Riches** T. Bennett, Columbia
4. **Stranger in Paradise** Four Aces, Decca
5. **Secret Love** Doris Day, Columbia
6. **Wass Will Tell** Hilltoppers, Dot
7. **That's Amore** D. Martin, Capitol
8. **Changing Partners** P. Page, Mercury
9. **Till Then** Hilltoppers, Dot

New Orleans

1. **Oh, My Papa** E. Fisher, Victor
2. **Stranger in Paradise** T. Bennett, Columbia
3. **Changing Partners** K. Starr, Capitol
4. **Stranger in Paradise** Four Aces, Decca
5. **That's Amore** D. Martin, Capitol
6. **Rags to Riches** T. Bennett, Columbia
7. **What It Was, Was Football** Deacon A. Griffith, Capitol
8. **Ricochet** T. Brewer, Coral

New York

1. **Oh, My Papa** E. Fisher, Victor
2. **Stranger in Paradise** T. Bennett, Columbia
3. **That's Amore** D. Martin, Capitol
4. **Changing Partners** P. Page, Mercury
5. **Rags to Riches** T. Bennett, Columbia
6. **Ricochet** T. Brewer, Coral
7. **Johns Bay** Mills Brothers, Decca
8. **Stranger in Paradise** Four Aces, Decca
9. **Heart of My Heart** D. Cornell-A. Dale-J. Desmond, Coral
10. **Man** R. Clooney-J. Ferrer, Columbia

Philadelphia

1. **That's Amore** D. Martin, Capitol
2. **Oh, Mein Papa** E. Calvert, Essex
3. **Oh, My Papa** E. Fisher, Victor
4. **Stranger in Paradise** T. Martin, Victor
5. **Ebb Tide** F. Chackfield, London
6. **Rags to Riches** T. Bennett, Columbia
7. **Heart of My Heart** Four Aces, Decca
8. **Johns Bay** Mills Brothers, Decca
9. **Stranger in Paradise** Four Aces, Decca
10. **Are You Looking for a Sweetheart?** K. Kallen, Decca

Pittsburgh

1. **Two Purple Shadows** T. Vale, Columbia
2. **Oh, My Papa** E. Fisher, Victor
3. **Changing Partners** P. Page, Mercury
4. **Stranger in Paradise** Four Aces, Decca
5. **Till Then** Hilltoppers, Dot
6. **Stranger in Paradise** T. Bennett, Columbia
7. **Strings of My Heart** Gaylords, Mercury
8. **Till We Two Are One** G. Shaw, Decca
9. **Ball Bottom Blues** T. Brewer, Coral

St. Louis

1. **Oh, My Papa** E. Fisher, Victor
2. **That's Amore** D. Martin, Capitol
3. **Changing Partners** P. Page, Mercury
4. **Stranger in Paradise** T. Martin, Victor
5. **Wass Will Tell** Hilltoppers, Dot

San Francisco

1. **Stranger in Paradise** T. Bennett, Columbia
2. **That's Amore** D. Martin, Capitol
3. **Oh, My Papa** E. Fisher, Victor
4. **Ricochet** T. Brewer, Coral
5. **Rags to Riches** T. Bennett, Columbia

Seattle

1. **Oh, My Papa** E. Fisher, Victor
2. **Stranger in Paradise** Four Aces, Decca
3. **That's Amore** D. Martin, Capitol
4. **Changing Partners** P. Page, Mercury
5. **Four Tunes, Jubilee** W. Man
6. **Woman** R. Clooney-J. Ferrer, Columbia
7. **Rags to Riches** T. Bennett, Columbia
8. **Ricochet** T. Brewer, Coral

Washington-Baltimore

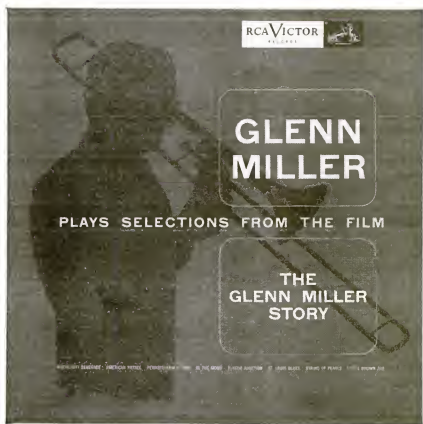
1. **Oh, My Papa** E. Fisher, Victor
2. **Stranger in Paradise** T. Brewer, Coral
3. **Rags to Riches** T. Bennett, Columbia
4. **Heart of My Heart** Four Aces, Decca
5. **What It Was, Was Football** Deacon A. Griffith, Capitol
6. **That's Amore** D. Martin, Capitol
7. **Stranger in Paradise** Four Aces, Decca
8. **Changing Partners** Bing Crosby, Decca



Only RCA VICTOR has the

ORIGINAL GLENN MILLER

Recordings!



8 Great Hits

*American Patrol • In the Mood • Tuxedo Junction
Pennsylvania 6-5000 • String of Pearls • Little Brown Jug
Moonlight Serenade • St. Louis Blues*

Available on "45 EP" and LONG PLAY

The Billboard's Music Popularity Charts

PACKAGED RECORD REVIEW RATINGS BY RECORD GRADE

Packaged Record Review Ratings

CLASSICAL LP'S

SHORT ORCHESTRAL WORKS

- ODE TO JOY: BEETHOVEN'S NINTH SYMPHONY (1-10*) - Robert Shaw Chorale; NBC Symphony; Arturo Toscanini; RCA Victor LM 704 86
- ENESCO: ROMANIAN RHAPSODIES NOS. AND 3 (1-10*) - Symphony Orchestra; Leopold Stokowski, Cond. RCA Victor LM 704 82
- MUSIC OF BRAHMS AND TCHAIKOWSKY (1-12*) - Westminster Light Orchestra; Leslie Bridgewater, Cond. Westminster WL 4609 74

INSTRUMENTAL

- HOROWITZ: 25th ANNIVERSARY OF HIS AMERICAN DEBUT (3-12*) - V. Horowitz, Piano. RCA Victor LM 9014 86
- BEETHOVEN: SONATA NO. 22 IN F MINOR, OP. 17 (APPASIONATA); SCHUBERT: MOMENTS MUSICAUX OP. 34 (1-12*) - Edwin Fischer, Pianist. RCA Victor LM 1935 74

VOCAL

- ENRICO CARUSO: FOUR PUCCHINI ARIAS (1-EP) - RCA Victor ECT 5 86
- MILANOVO SINGS (1-12*) - With Margaret Rogers, Mezzo-Soprano; Lubomir Vichayevog, Bass; Robert Shaw Chorale; Robert Shaw, Cond.; RCA Victor Orchestra; Renato Cellini, Cond. RCA Victor LM 777 78
- ROSA PONSSELLE AS VIOLETTA - RCA Victor ECT 19 77
- BORI AS MANON AND MIGNON (1-EP) - RCA Victor ECT 3 75
- MCCORMACK IN OPERA (1-EP) - RCA Victor ECT 17 75
- IGOR GORNIS: YOUR REQUESTS (1-10*) - Symphony Orchestra; Carmen Dragon, Cond. Allied 2099 70

POPULAR ALBUMS

INSTRUMENTAL

- GEROME KERN, MUSIC FROM "SHOW BOAT" AND "ROBERTA" (1-12*) - Charles Sherrill, Pianist, with rhythm accompaniment. Atlantic 1211 71
- RODGERS AND HART, MUSIC FROM "THE CONNECTICUT YANKEE" (1-12*) - Charles Sherrill, Pianist, with rhythm accompaniment. Atlantic 1211 71

MUSICAL DOCUMENTARY

- SHOW BIZ (1-12*) - Narrated by George Jessel, with soloists. RCA Victor LM 1011 85

VOCAL

- SONGS BY MABEL MERCER (1-10*) - Atlantic 408 85
- HUGH SHANNON SINGS AND PLAYS (1-10*) - Atlantic 409 85
- GEROME KERN SINGS (1-10*) - George Byron, Atlantic 409 85
- GEORGE AND IRVING GERSHWIN - REDISCOVERED SONGS (1-10*) - George Byron, Atlantic 409 50

JAZZ

- FATS WALLER SOLOS (1-EP) - Riverside 105 70
- MILANOVO ARMSTRONG PLAYS THE BLUES (1-EP) - Riverside 105 70
- PEE WE RUSSELL AND HIS RHYTHMMAKERS (1-10*) - Atlantic 126 67
- MUGGSY TRESH AND THE CHICAGOOS (1-EP) - Riverside 103 67
- JOHNNY DODDS: SOUTH SIDE CHICAGO JAZZ (1-EP) - Riverside 102 67
- BOBBY HACKETT TRUMPET SOLOS (1-10*) - Brunswick 5694 65
- DOTT DENNY REMEMBERS THE MUSIC FROM THE PEN OF EDGAR SAMPSON (1-10*) - A&R 65

BRASS BAND

- FAVORITE GERMAN MARCHES (1-10*) - Fritz Bielmeyer's Brass Band. RCA Victor LRT 3851 69

Collectors' 'Immortals,'

Milano, Corin

RCA Victor's new series of LP packages, a group of 23 disks, includes some of the company's greatest catalog items as well as releases by the great of years ago. Four of the "Treasury of Immortals" series recently issued are Enrico Caruso: Four Part Arias; Rosa Ponselle as Norma; Bori as Manon and Mignon; and McCormack in Opera. While most of these name performances have been issued in LP form, the new studio recordings should intrigue many a disk collector who likes the names, performances and the prices. All are old recordings, but the transfer to the new speed has certainly brought out a refreshing feel. All should be good, standard sellers.

EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within the particular category. The rating of a record in one category should not be compared with a rating in another category. Ratings: 90-100, top; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Nostalgia Plus Star Laden 'Show Biz' Set Looks Strong

Three albums, each of them deriving from a glamorous show business era—or eras—have hit the market recently. One is RCA Victor's *Show Biz*, a 12-inch LP presenting a panoramic impression of great names, great music and great events covering the decades extending from Caruso to Pina, from Mora Bayes to Milton Berle. Steve Carlin has produced this useful album and has done a splendid job. The narration of the Green-Joe Laurie script is done by George Jessel, whose career spans much of the period covered by the *JOEY* record and will sell many, many copies, for there are enough tunes and stars here to appeal to every member of the family. *Show Biz* records has listed two 12-inch LPs that re-create the scores of four of the century's greatest musical shows. These LPs are part of a series being produced for the label called "The Golden Age of Musical Theater." One of the disks just released contains Jerome Kern's score of *Showboat* and *Roberta*, and the other includes Rodgers and Hart's *Pal Joey* and the *Connecticut Yankee*. Both albums feature pianist Charles Sherrill, accompanied by Carl Monaco on drums and Henry August on bass. Sherrill's piano styling is graceful and tasteful, and Atlantic, in producing these disks, has a pair of albums whose sales appeal might prove enduring.

One of the important charms of the Atlantic disks are the liner notes, which capture the glamour of the 1920's and 1930's as well as the Broadway musical stage.

Paul Ackerman.

Tenrjerkers' Sad Songs Top East Side Set

There are a group of vocalists who look at life with sorrow and pain. The songs they sing are full of unrelieved gloom and melancholy. The happy and joyful aspects of love escape them; they tell only of unrequited love, sorrow and unsatisfactory love affairs. The songs of these singers can be heard in wee little joints in fashionable cities like New York or London. The Riverside Records has been very active in presenting some of these unrequited love songs. This month the diskery has released the new volume of Tenrjerkers. The set contains two albums, *Mahal* and *Marcel*. In addition the set includes two new and warbler, Hugh Shannon.

It is a lesser title this release contains tunes written especially for her, and one or two that have been written by her in her surroundings. She sings them with a touching feeling, but there is little doubt that the set will appeal strongly to that spe-

Carnegie Performance

Horowitz Announces Concert A Standout Two-Record Album

The light of Vladimir Horowitz has shined on the world almost 25 years, and a two-disk recording of a Carnegie Hall concert signifying the 15th anniversary of his American debut has just been released by RCA Victor.

As a seller of phonograph records, Horowitz is in all probability among today's top three or four classical pianists. Thus, a package like this must be considered a big volume item and, in two-record form, becomes a profitable sale for a dealer to handle.

Musically it's a standout album. The program is an interesting one, consisting of Schubert's "Sonata in B Flat," two Chopin selections—"Nocturne in E Minor" and "Sonata No. 9" and two Etudes. And it closes with Liszt's "Second Hungarian Rhapsody." The set is also included.

This is the Horowitz who has

been acclaimed one of the best technicians of our time, but also a pianist who is equally expressive musically. The recording, too, is excellent. Audible audience sounds and shattering applause add to the interest.

From every point this is a standout set that can deliver as much in sales as a dealer is willing to put behind it in exposure.

Neu Gehman.

Concert Cameo Toscanini, Stokowski On 10-Inch

Heavy sales are imminent on two newly released orchestral 10-inch LPs, one by Arturo Toscanini's Concerto Camerata. These are *Ode to Joy*, the choral movement from Beethoven's Ninth, and *Romanian Rhapsodies*. They are truly musical performances, conducted by Toscanini and the *Ensemble's* two Rumanian Rhapsodies.

The Toscanini "Ode to Joy" is, of course, excerpted from the abnormally successful and complete Ninth. Thus, there is no need to describe the disk. There is no reason, however, to assume that the market has been saturated by the range of Toscanini recordings. This, at \$3, is a good buy and, if exposed, cannot fail to move.

The Stokowski disk, too, is potentially a winner. It's hard to describe the music of these orchestral selections than these Rumanian Rhapsodies. They are truly musical firebrands. These new recordings, which, incidentally, were recorded on automatic machines as well as present-day equipment) are excellent for use in demonstrating high fidelity equipment. Try the No. 1 especially. The disk is priced at \$3.95. The great contrasts established between the string section on the one hand, and the percussion on the other, are great for showing up the merits of an amplifier or a speaker.

Neu Gehman.

Tchaikovsky-Brahms For Background Buyers

Westminster Records is stamping with its new "Toscanini" series, to place on some of the lighter favorites of the great conductor. The new series includes eight moderate sized concert orchestras rather than large symphonic agencies. The first release, *Tchaikovsky and Brahms*, has been rather successful and in its second issue, it features Tchaikovsky and Brahms. The diskery has continued on its lighter way. The *Toscanini* series includes eight of the Hungarian Dances, the *Ensemble's* two Rumanian Rhapsodies, and the *Tchaikovsky works* include sections from "The Nutcracker Suite" and a number of other items by the Russian melody master. This disk will not appeal to the average listener, but for those who like classical background music, it is on the edge of the classical world, this disk makes sense.

Edwin Fischer, No. 23 in "F Minor," more familiarly known as the *Appassionata*, is a favorite of many a listener and pianist. The fine European pianist, Fischer, performs so skillfully on a new HMV set, and does another excellent job with the *Appassionata*. The other fine recordings of Beethoven work will be on this new set.

Bob Rolontz.

Edwin Fischer, No. 23 in "F Minor," more familiarly known as the *Appassionata*, is a favorite of many a listener and pianist. The fine European pianist, Fischer, performs so skillfully on a new HMV set, and does another excellent job with the *Appassionata*. The other fine recordings of Beethoven work will be on this new set.

Bob Rolontz.

The Billboard's Music Popularity Charts

PACKAGE RECORDS BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

CONCERTO

(Listed Alphabetically)

- BEETHOVEN: PIANO CONCERTO NO. 2: RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (Kapell, NBC Sym... RCA Victor LM 9026
BEETHOVEN: PIANO CONCERTO NO. 3 (Serkin, Philadelphia Orchestra-Ormandy) Columbia ML 4738
BETZLHOVO-YEKHOVA: GUITAR CONCERTO: MISCELLANEOUS PIECES FOR GUITAR (Segovia, New London Symphony-Sherman) Columbia ML 4732
GERSHWIN: PIANO CONCERTO IN F (Perasso, Pittsburgh Symphony-Steinberg) Capitol P 2519
GERSHWIN: PIANO CONCERTO IN F (Perasso, Pittsburgh Suite (Janis, Winterhalter Orchestra) Bluebird LBC 1045
GRIEG: PIANO CONCERTO; MENDELSSOHN: PIANO CONCERTO NO. 1 (Dorfman, Robin Hood Dell Orchestra-Leinerdorf) Bluebird LBC 1943
MENDELSSOHN: VIOLIN CONCERTO; BRUCH: SCOTTISH RHYTHMS (Hietala, RCA Philharmonic-Becham) RCA Victor LM 9016
RACHMANINOFF: PIANO CONCERTO NO. 2 (Rachmaninoff, Philadelphia Orchestra) RCA Victor LCT 1127
TCHAIKOVSKY: PIANO CONCERTO NO. 2 (Rachmaninoff, Weldon) RCA Victor LCT 1127

COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

- BACH: ST. MATTHEW PASSION (Concertgebouw-Mengelberg) Columbia SL 179
HANDEL: MESSIAH (Toronto Mendelssohn Choir-McMillan) Bluebird LBC 6100
MASCAGNI: CAVALIERIA RUSTICANA; LEONCVALLO: PAGLIACCI (Biondi-Elliott, RCA Victor LM 9026
RAVEL: L'HEURE ESPAGNOLE (Danco, Hamel, Orchestre de la Suisse Romande-Ansermet) London LA 126
STRAVINSKY: THE RAKE'S PROGRESS (Grove, Metropolitan Opera-Straivinsky) Columbia SL 755
VERDI: OTELLO (Nell, Merriman, NBC-Toscanini) RCA Victor LM 6107
WAGNER: TRISTAN UND ISOLDE (Flagstad, Theobim, Fischer-Dieskau, Royal Opera-Furtwangler) RCA Victor LM 6700

Best Selling Popular LP's

- 1. MUSIC FOR LOVERS ONLY - Jackie Gleason ... Capitol H 332
2. MUSIC TO MAKE YOU MISTY - Jackie Gleason ... Capitol H 455
3. CALAMITY JANE - Doris Day, Howard Keel ... Columbia CL 6273
4. RCA VICTOR PRESENTS EARTHA KITT ... RCA Victor EPB 3062
5. GLENN MILLER LIMITED EDITION ... RCA Victor LPT 6700
6. VICTORY AT SEA ... RCA Victor LM 1779
7. 20 CONCERTOS FOR YOU ... Columbia ML 1764, CL 6269
8. MUSIC FOR DINING - ... RCA Victor LPM 1000
9. SEVEN DREAMS - Gordon Jenkins ... Decca DL 9011
10. TWO IN LOVE - Nat Cole ... Decca DL 9020
11. SEVEN DREAMS - Nat Cole ... Capitol H 430

Best Selling Popular LP's

- 1. MUSIC FOR LOVERS ONLY - Jackie Gleason ... Capitol EPB 352
2. MUSIC TO MAKE YOU MISTY - Jackie Gleason ... Capitol EPB 455
3. CALAMITY JANE - Doris Day, Howard Keel ... Columbia B 367
4. RCA VICTOR PRESENTS EARTHA KITT ... RCA Victor EPB 3062
5. LIBERACE AT THE PIANO ... RCA Victor LPM 1000
6. LIBERACE BY CANDLELIGHT ... Columbia B 336
7. KISS ME KATE - Kathryn Grayson, Howard Keel ... M-G-M M 223
8. LET THERE BE LOVE - Joni James ... M-G-M X 222
9. TWO IN LOVE - Nat Cole ... Capitol EPB 430
10. SEVEN DREAMS - Gordon Jenkins ... Decca DL 9020

Phonograph Merchandising

Continued from page 15

after inventory, when he does plan to promote component parts. But he reports no actual need of inventory at this time, considering how demanding still going good for the \$139.50 Columbia 360 mode in the high fidelity type (floor mode) with three speeds, both of which were the volume buyers during the Christmas trade.

High fidelity is the choice here, too, with the \$79.95 juvenile type most popular in the three speeds, and the \$149.50 adult type for the \$100 models. Before Christmas, a volume of 100 units for the over \$100 RCA 45 in both the player and attachment, but the largest number of requests were for the three-speed models. The RCA 45 rpm attachment in the medium price range that maintained a fairly good sales volume at the end of the year. In the J. L. Hudson Company phonograph department, according to sales representative, Robert Schaffer.

NEXT WEEK

* BEST-SELLING CONCERTOS

Herman Pulls 15G at SF's Diamond Kne

SAN FRANCISCO, Jan. 16.—The Woody Herman crew, now on a tour of the Northwest, racked sensational business at the Diamond Kne here in a 10-day stand. The club, formerly a strip joint, is now on a jazz policy, and the success of the Herman band will keep it on the jazz kick. Herman grossed over \$15,000 for its stand starting New Year's week-end, and has been booked back for a return engagement. Vernon Alley, KLOK deejay, proclaimed the second week in January Woody Herman Week, in honor of Herman's appearance at the Diamond Kne. Flip Phillips' at the Black Hawk and Shorty Rogers' at the Downbeat. Both Phillips and Rogers are former Herman sidemen. The Herman crew has been booked for the Colonial Hotel, Toronto, for next week starting March 1, and will play the Golden Gate Hotel, San Francisco. The latter date marks the first time a name crk has played the town. Al Tarabochia, the club's manager, is booking the crk.

NAMM, U-I Tie-In On 'Miller' Film

CHICAGO, Jan. 16.—The National Association of Music Merchandisers is joining the Music Merchandising Bulletin this month to tie in with the 'Universal-International Pictures' Technicolor story, "The Glenn Miller Story." The association states, "Here is a movie that will sell music to millions." The bulletin, which will be issued to all association members, will contain suggestions for sales, a step-by-step procedure for getting in with local theaters and ideas for promoting Glenn Miller records and meet music dealers. Universal Pictures is furnishing the 1,500 key accounts with promotional materials. Salesmen with music stores Field representatives will pass the mutual promotion. A list of songs included in the film will be a part of the NAMM bulletin to help members feature the most popular selections.

Music—As Written

Continued from page 12

WJZP January 16. The show will feature polka music and will be aired six days a week from 6:35 to 6:55 a.m. Josh White has been held over at the Black Orchid till the middle of February. "The Four Aces and Sarah Vaughan" will doing good business at the Chicago Theater.

Hollywood

Seven-year-old Garri Pece has been signed by Gold Star Records, for his first release, "The Love of Believing," and "Merry-Go-Round," due out this week. Sessions were conducted and arranged by maestro Eddie Truman. . . . Jerry Gray crk book into the Columbia catalog in January. . . . Freddie Karger has been named chairman of the "Salute to Glenn Miller" committee. . . . Jekster Claude Gordon named Manager of the "Salute" crk. . . . Jekster Claude Gordon named Manager of the "Salute" crk. . . . Jekster Claude Gordon named Manager of the "Salute" crk.

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

CONCERTO

(Listed Alphabetically)

- BEETHOVEN: PIANO CONCERTO NO. 5 (Horowitz, NBC Symphonic-Beiser) RCA Victor LM 9718
BEETHOVEN: VIOLIN CONCERTO (Francescatti, Philadelphia Orchestra-Ormandy) Columbia ML 4371
BRAHMS: PIANO CONCERTO NO. 2 (Rubinstein, Boston Symphony-Munch) RCA Victor LM 1728
GRIEG: PIANO CONCERTO; LISZT: PIANO CONCERTO NO. 1 (Rubinstein, RCA Symphony-Dorati) RCA Victor LM 1018
GRIEG: PIANO CONCERTO; SCHUMANN: PIANO CONCERTO (Lipatti, Philharmonia Orchestra-Collins) Columbia ML 4325
PAGANINI: VIOLIN CONCERTO NO. 1; SAINT-SAENS: VIOLIN CONCERTO NO. 3 (Francescatti, Philadelphia Orchestra-Ormandy) Columbia ML 4315
RACHMANINOFF: PIANO CONCERTO NO. 2 (Rachmaninoff, Philadelphia Orchestra-Stokowski) RCA Victor LCT 1014
RACHMANINOFF: PIANO CONCERTO NO. 2 (Rubinstein, NBC Symphony-Golschmann) RCA Victor LM 1005

COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

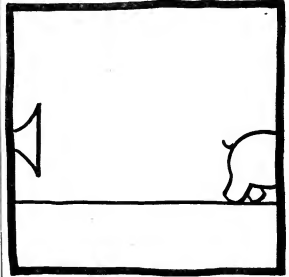
- GIZET: CARMEN (Stevens, Peerce, Albanese, RCA-Shaw) RCA Victor LM 6102
LILBERT 'ND SULLIVAN: H.M.S. PINAFORE (D'Oyly Carte) London LL 71-72
HONEGGER: JEANNE D'ARC AU BUCHER (Zorina, Yeend, Philadelphia-Ormandy) Columbia SL 178
OFFENBACH: TALES OF HOFFMAN (Royal Philharmonic-Beecham) London LLA 4
VERDI: LA BOHEME (Albanese, Peerce-Toscanini) RCA Victor LM 6006
VERDI: AIDA (Tebaldi, del Monaco, St. Cecilia-Erede) London LLA 13
VERDI: LA TRAVIATA (Albanese, Peerce-Toscanini) RCA Victor LM 6003
VERDI: IL TROVATORE (Bjorlinge, Milanow, RCA-Cellini) RCA Victor LM 6008

London Awards Recordit Distrib

NEW YORK Jan 16.—The first winner of London Records' "Distributor of the Year" award is Recordit Distributing, Inc., St. Louis. The award, which is for the most improvement in the

sale of London Records over the year before, will be established as an annual method of recognizing outstanding distributor achievement. A wall plaque was presented to Recordit and the record sales staff will receive watches. The sales manager of Recordit is Jim Friedman.

EPICure No. 1 (A Roger Price "Droodle")



Critical Hippopotamus walking out on Tuba Solo

... or dealer saying, "What—another Fifth Symphony?" There is room on your shelf for another Fifth when customers who know it backward and forward say... "It's like hearing it for the first time." True—Epic's 24 releases so far have been well-known standards. But the big difference is Epic's Radial Sound... a lifeline breadth and dimension never before accomplished on record. Epic Records come magnificently jacketed—each one a stopper in itself! And the Epic catalog is building fast with the great artists from every corner of the world! Stock up on Epic now...

EPIC logo with text: YOU CAN HEAR THE DIFFERENCE... Listen to yourself... Judge for yourself... Epic Records, Inc., New York, N.Y.

Four-Point Hi-Fi Project

Continued from page 14
Fax program is producing the best results, according to Mrs. Nides. Presented on Saturday afternoons from 4:30 to 5, the program follows the theme of the Peter Foster show, presenting an emcee and representatives of four leading record distributors in the Denver area, who vote on the potential popularity of a selected group of records.
Each member of the panel may rate any record from one to 25 points, with a total of 100 making it a "guaranteed hit." In addition, a guest artist is presented by

Mark Schreiber, emcee, each week, who adds his comments to those of the "experts." Commercial ads are liberally interspersed with comments on high-fidelity reproduction, and one or more models of each of the six lines represented is shown on the screen.

Discussions
Discussions of records three-dimensional speakers, the better reproduction of remotes already owned, etc. have a practical effect strongly to the "mass market" during the six weeks over which

"Wax Fax" has been offered as this article was written. Invitations to visit Nides Appliances Company for an "ear-awakening" demonstration of high-fidelity are liberally sprinkled thru the TV show.
While undeniably expensive, "Wax Fax" has proven the most potent sales-builder, not only in high fidelity but for records in general, that the Nides organization has yet employed.
Under the second point, every record customer, irrespective of his choice of music, is "exposed" at least briefly to hi-fi. As the customer steps into the listening booth to enjoy a record, the sales person on duty selects a duplicate of the record and places a one

of the handily convenient hi-fi units along a low display shelf adjacent to the booth. In this way it is a simple matter to ask the customer to "now hear it on hi-fi."
Opening Wedge
The difference in production is so outstanding that this step forms an excellent opening wedge for a thorough discussion of high-fidelity. It is, at this moment, that the manufacturer's literature is handed over to the customer, with the suggestion that he read it. Most prospects do so "on the spot."
When the customer is found to have a real knowledge of high-fidelity, the "expert" from the store is called in, and above, is complicit into the discussion. Any comments made by customers as to how they would like to see the components they would be most likely to buy are carefully noted away for guidance in making up future inventories.
Each purchase of high-fidelity equipment, of course, automatically goes into a newly created card file, which contains the complete records on each. Significant to date, Mrs. Nides believes the fact that almost every one of the listings shows that the hi-fi-fidelity phonograph purchases has added anywhere from \$100 to \$250 worth of new records to his collection.
Good Results
"We have been delighted with the results," she said "inasmuch as the high-fidelity phonograph provides a highly respectable unit sale which has been missing from record promotion for quite some time. Now that we have something to sell, we are willing to put a lot of promotional effort and expense behind it, particularly in aggressive personnel selling, which gets the most impressive, immediate dividends.
We believe that at least 30 per cent of our regular customer list, whether made up of teen-agers who want juke music or the followers of popular music or classical-album buyers, can be readily converted into a hi-fi enthusiast."

THIS GUY CAN SELL A TUNE! CLARK DENNIS "YOU AND YOUR SMILE" "MY BUDDY" TIPPANY RECORDING COMPANY 2515 Michigan Ave., Chicago

(NOBODY ASKED FOR IT...) BUT HERE IT IS -

The song that will set the music world back 2000 years! Warning to all artists: This song is only to be sung at your own risk! Record companies, disk jockeys, juke box operators—we will not be held responsible for any suicides, murders, or arson of any sort resulting from the playing of "That Crazy Thing."

THAT CRAZY THING (Crazy, Crazy, Crazy, Crazy) Words and Music by NORMAN TEMPLE
Musical score for 'That Crazy Thing' with lyrics and guitar accompaniment. Lyrics include: 'You're the only one that keeps on whistling around my brain...' and 'I wish I had ordered today's top tunes...'.

WRITE - WIRE - PHONE
Phena for first recording rights. First come, first served. 97% promotional backing from our and assured.

TEMPLE MUSIC COMPANY
1133 S. Lucerne Blvd. Phone: WALnut 1424 Los Angeles 19, California

Today's Top Tunes
Illustration of a man looking at a record sleeve titled 'Today's Top Tunes'.

IF MY GLAD I DID ORDER TODAY'S TOP TUNES...
I'm glad I did order today's top tunes. Each order good for one free All other weeks of advertising.

TODAY'S TOP TUNES...
TODAY'S TOP TUNES at the Billboard Music Box... Each order good for one free All other weeks of advertising.

I WISH I HAD ORDERED TODAY'S TOP TUNES...
I wish I had ordered today's top tunes. Each order good for one free All other weeks of advertising.

YOU MUST LOSE THE BAIT TO CATCH THE FISH!
Form for ordering 'Today's Top Tunes' with fields for Name, Address, City, and State. Includes a coupon for 'I'd Feel Much Better if We Had Today's Top Tunes!'.

Tempo Announces the Appointment of Jaytee Distributing Corp.
444 Tenth Ave. New York
Exclusive distributors of its recorded products in New York, New Jersey and Connecticut.

V-M MODEL 121
Cash-in on the new 125, gram Audio Packs with World's ONLY 45 and 78 rpm portable phone! V-M Corporation LYON HEIGHTS, MISSOURI

Flair to Pops
Vain 'Sayonara'
HOLLYWOOD, Jan. 16—Discovery of a new Japanese disc by disk jockey Ira Covello... Flair isch is due for release early '54 week. Flair's... adding talent to its pop roster in the future, and will also continue with its regular schedule of rhythm and blues releases.

L. A. AUDIO FAIR PLANS MAPPED
HOLLYWOOD, Jan. 16—Plans for the 1954 L.A. Audio Fair... Show will be held at the Hollywood Auditorium, February 4-6, with the evolution of sound reproduction scheduled to be a highlight.

BE INDEPENDENT! PRESS INDEPENDENT!
WESTERN RECORD PRESSERS ASSOCIATION
LOS ANGELES, CALIFORNIA
The Billboard, 6000 Sunset Blvd., Hollywood 28, Calif.

FOX ASSOCIATES
2519 W. 7th St., Los Angeles, Calif. DL4403 32148

New Hillbilly Star Here
The Hillbilly Star Is on the March by JIMMY NEWMAN
"YOU DIDN'T HAVE TO GO"

Tempo Announces the Appointment of Jaytee Distributing Corp.
444 Tenth Ave. New York
Exclusive distributors of its recorded products in New York, New Jersey and Connecticut.

V-M MODEL 121
Cash-in on the new 125, gram Audio Packs with World's ONLY 45 and 78 rpm portable phone! V-M Corporation LYON HEIGHTS, MISSOURI

NOW ON 45 R.P.M. MILTON BUCKNER "TAKING A CHANCE ON LOVE" "Flying Home"
Manufactured by Gotham Record Corp. 165 Federal St., Philadelphia, Pa.

WE BUY USED RECORDS
78 R.P.M. - 45 R.P.M.
Contact Us Now.
JALEN AMUSEMENT CO.
14 E. 21st St., BALTIMORE 18, MD
Or phone Mr. Jones, BA-2881

The Billboard's Music Popularity Charts

... for Week Ending January 16

TOP COUNTRY & WESTERN RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on the Billboard weekly survey among dealers, through the country with a high volume of sales in country and western records. Reverse side of each record is also listed.

This Week	Weeks on Chart	Title	Artist
1	14	1. THERE STANDS THE GLASS—W. Pierce	I'm Walking the Dog—De 2634—BMI
2	6	2. BIMBO—J. Reeves	Opay Heen—About 148—BMI
3	7	3. WAKE UP, IRENE—H. Thompson	Go Cry Your Heart Out—Cap 2629—BMI
4	18	4. LET ME BE THE ONE—H. Locklin	I'm Tired of Bumping Around—Four 1641—BMI
5	6	5. I REALLY DON'T WANT TO—E. Arnold	I'll Never Get Over You—V 26-5537—BMI
6	21	6. CARIBEAN—M. Torok	Wop Away—About 140—BMI
7	1	7. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters	Rock-A-Bye Bonnie—V 26-5457—BMI
8	7	8. YOU ALL COME—A. Duff	Just to Be With You—Cap 2518—BMI
9	8	9. RELEASE ME—J. Heap	
10	7	10. I'M WALKING THE DOG—W. Pierce	There Stands the Glass—De 2634—BMI

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows during the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Weeks on Chart	Title	Artist
1	14	1. THERE STANDS THE GLASS—W. Pierce	De 2634—BMI
2	21	2. LET ME BE THE ONE—H. Locklin	Four 1641—BMI
3	6	3. BIMBO—J. Reeves	About 148—BMI
4	7	4. WAKE UP, IRENE—H. Thompson	Cap 2646—BMI
5	6	5. CHANGING PARTNERS—P. W. King	V 26-5537—BMI
6	2	6. I REALLY DON'T WANT TO KNOW—E. Arnold	V 26-5537—BMI
7	2	7. YOU ALL COME—A. Duff	Sunday 104—BMI
8	3	8. I LOVE YOU—G. Wright-J. Reeves	Fabor 101—BMI
9	22	9. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters	V 26-5457—BMI
10	1	10. BIMBO—P. W. King	V 26-5537—BMI

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes during the country. Results are based on The Billboard's weekly survey among operators throughout the country with a high proportion of country and western records.

This Week	Weeks on Chart	Title	Artist
1	12	1. THERE STANDS THE GLASS—W. Pierce	De 2634—BMI
2	6	2. BIMBO—J. Reeves	About 148—BMI
3	13	3. LET ME BE THE ONE—H. Locklin	Four 1641—BMI
4	18	4. CARIBEAN—M. Torok	About 140—BMI
5	13	5. I'M WALKING THE DOG—W. Pierce	De 2634—BMI
6	20	6. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters	V 26-5457—BMI
7	2	7. WAKE UP IRENE—H. Thompson	Cap 2629—BMI
8	1	8. SECRET LOVE—S. Whitman	Imperial 8223—A.C. AP
9	1	9. CHEATIN' A SIN—K. Wells	De 3911—BMI
10	1	10. HOOTCHY KOTCHY HENRY—M. Torok	About 150—BMI
11	1	11. WHEN MEXICAN JOE MET JOLE BLON—H. Snow	V 26-5400—BMI

FOLK TALES AND TUNES

By JOEL FRIDMAN
6000 Sunset Boulevard, Hollywood

RCA Victor's *Wade Ray* just completed six weeks at Cowtown in Los Angeles and is set to leave on a 13-week tour that will cover Arizona, New Mexico, Texas, Oklahoma and Colorado. Wade, fiddle and his seven-piece band will be traveling via trailer and automobile, doing personal appearances that promise to be a complete sell-out. **Reg Marshall** agency is handling the details. **Star Perry** the first country star to appear in Shreveport, La.'s plus Carnival Room at the Captain Shreve Hotel. **Lefty Frizzell** broke the house record at Town Hall, El Monte, Calif., last week, playing to 3,862 for a gross of \$5,793. Current string of dates for Lefty have been especially successful. **Steve Stebbins**, Americana Corporation, has set **Jim Reeves** for a West Coast tour, with dates including Tucson, Phoenix, Hermosa Beach, San Diego and Los Angeles. **A. T. Young**, manager and emcee of the Marshall (Tex.) Jamboree, has **Martha Carson** and troupe booked for January 29, along with the **String Beans**, **Red Garrett** and the **Tennessee Pioneers**. **Fred Stryker's** Palace of Music has taken on the **Dusty Dallas** title, "Word of Honor," **Eloching** by **Orville** and **His Saddle Senneders** due out soon.

Hank Thompson and **Goldie Hill** headlined the bill at Atlanta's Sports Arena, along with **Boots Woodall**, the **Smith Brothers** and **Kenny Lee**. **Bill Lawrey**, of WGST, Atlanta, promoted the show. **Hent** of disk jockeys and country stars, staging a mammoth show to the **March of Dimes** at the Tower Theater, Atlanta. **Hank Locklin** is currently riding high via his 4-Star playing of "Let Me Be the One," which dates out West starting at the Western Chorus, California schedule is for 10 days with **John C. McDonald**, and

WALTZ GREAT

Oscar Straus Dies at 83 In Austria

VIENNA, Austria, Jan. 16.—Oscar Straus, 83, composer of "The Blue Danube" and more than 50 other operettas, died of a heart attack this week in the resort town of Bad Ischl. The composer's well-known work was the operetta known on the show play, "Arms and the Man," but such operettas as "A Waltz Dream," his first success, helped secure his position as one of the greatest Viennese waltz composers. Straus trained at the Vienna Conservatory of Music and studied harmony and counterpoint at Vienna University. Recognition in the operetta field came with "A Waltz Dream" in 1907 and "The Last Waltz" and "The Chevalier Soldier" followed in quick succession. He turned out an operetta a year for about 50 years, with his last work being "The First Waltz," which opened in Munich, Germany, March 31, 1930. In addition to the stage, Straus also composed some scores for films, including "The Guardsman," "Daybreak" and "A Lady's Man." When the Germans entered Austria in 1938, Straus fled to Paris. He became a French citizen in 1940, and later became an American citizen, living in New York. Surviving the composer are his widow, Clara; his son Erwin, and a daughter, Kitty.

NEWS BONANZA BY CAP 'BABY'

HOLLYWOOD, Jan. 16.—Babies make news, and so did Capitol Records' "Baby" make the news. Released on January 16, an unprecedented spread of news coverage when Associated Press reported James Bacon's story of the album landed in an estimated 1,500 daily newspapers throughout the nation.

PEE WEE KING

and his Band

BEST SELLERS COUNTRY-WESTERN

- CHANGING PARTNERS BIMBO RCA 20/47-5537
- RED DECK OF CARDS DECK OF CARDS RCA 20/47-5587

THE CASB BOX BULLETIN OF THE WEEK

"THE RED DECK OF CARDS" (2:47)
[HR & Range BMI—Red River Dave McEneary]
"DECK OF CARDS" (2:50)
[American BMI—The Tylor]
PEE WEE KING AND HIS BAND
(RCA Victor 20-5587)

• Currently heading for the number one position on country charts with his lovely treatment of "Changing Partners", Pee Wee King and his band follow through with an outstanding arrangement of a well-titled item titled, "The Red Deck Of Cards". Adding to his already powerful reputation as a prolific band leader, Pee Wee comes up with a most vivid recitation on a dramatic piece of anti-communist material. The story tells how the communists tried to make use of a deck of cards to implant their doctrine into the minds of the captured soldiers. Flipside, "Deck Of Cards" is an original T. Texas Tyler tale on which King delivers another commendable rendering. Top deck has full potential to make the grade. Watch for it.

For Availabilities **Pee Wee King Enterprises**
307 Vaughn Bldg. Louisville, Ky.

TOP COUNTRY & WESTERN RECORDS

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Cincinnati
Houston... SECRET LOVE S. Whitman, Imperial 8233

Territorial Best Sellers

City-by-city listings are based on data reports secured via Western Union messenger service from top country and western dealers and take book operators in each of the markets listed.

Cincinnati

1. Let Me Be the One
M. Locklin, Four Star
2. There Stands the Glass
W. Pierce, Decca

MEMO—Just Released—MEMO "COW TOWN BALL"

"Tears on the Loose Tonight"
Western Ranch Music, Regal 11-15
ERNEST A. ROEK & SON
Publishers
Memphis 7, Tenn.

3. Wake Up, Irene
H. Thompson, Capitol
4. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
5. Run 'Em Off
O. Wheeler, Okeh
6. Secret Love
S. Whitman, Imperial
7. You All Come
A. Duff, Starday
8. Bimbo
J. Reeves, Abbott
9. R. Wright, King
10. Caribbean
M. Torok, Abbott
11. Sorrow and Pain
Davis Sisters, Victor

Dallas-Ft. Worth

1. Wake Up, Irene
H. Thompson, Capitol
2. I Really Don't Want to Know
E. Arnold, Victor
3. There Stands the Glass
W. Pierce, Decca
4. Heartbreak Ahead
C. Arthur, Victor
5. Bimbo
J. Reeves, Abbott
6. You All Come
A. Duff, Starday
7. Yesterday's Girl
H. Thompson, Capitol
8. Headly Koochie Henry
R. Frizzell, Columbia
9. Shaka a Shaka
B. Foley, Decca
10. Run 'Em Off
L. Frizzell, Columbia

Continued from page 23

WATV, Newark, N. J., entitled "Amateur Songwriters Hour." Nick Reyes has joined the staff of KLYN, Asbury Park, N. J., to cover the musical chores of the "84 Club" nightly.

San Francisco

Frank Roberts, WKAL, Rome, N. Y., advises: "A lot of deejays are missing out on a wonderful bet. One of the best recordings in a long, long time is 'Wax' Spots' version on the King label of 'Ebb Tide.' This version has been very much neglected. Give it a spin—you and the listeners will like it." Wally Thornton, KWIL, Albany, Ore., stands up for the West. "A note to those West Coast deejays who think the popularity of all hit tunes get the big start in the East. Looking back thru the past programs of our 'Best on Wax' I discovered that Poe Wee Hunt's 'Coke' was going strong in this territory a full two months before it hit the charts." Jim Stawes, Alabama-Gulf Radio, Foley, Ala., observes: "Looks as if 'Fox Joe's' column has turned into a gripe list about records. As long as some record companies don't release their records and some stations continue to 'pay to play,' all will continue. It is the mutual advantage of the stations as well as the record companies to have the tunes on the air. How about the station paying the postcard requests? One of our theaters helps a great deal by giving free passes to persons attending mystery tapes. Rodney Masters, KIQ, Portland, Ore., tells us that it is now putting on about 36 hours of air time each week and is beginning to see members in his club.

Houston

1. Bimbo
J. Reeves, Abbott
2. There Stands the Glass
W. Pierce, Decca
3. Release Me
H. Thompson, Capitol
4. You All Come
A. Duff, Starday
5. Headly Koochie Henry
M. Torok, Abbott
6. Secret Love
S. Whitman, Imperial
7. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
8. Love, What Followed Me
Home
G. Morgan, Columbia
9. North Wind
S. Whitman, Imperial
10. Weary Blues From Waitin'
H. Williams, M-G-M

Memphis

1. Let Me Be the One
H. Locklin, Four Star
2. There Stands the Glass
W. Pierce, Decca
3. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
4. I Really Don't Want to Know
E. Arnold, Victor
5. Run 'Em Off
O. Wheeler, Okeh
6. Wake Up, Irene
H. Thompson, Capitol
7. Trying in the Chapel
Allen, Decca
8. Tennessee Wig Walk
B. Low, King
9. Ladies Letters in the Sand
M. Wiseman, Dot
10. Hopeless Love
L. Frizzell, Columbia

Warren Orr, WFXA, Falls Church, Va., has just completed his third year as the "Town Crier." Jan Andre, WPTT, Pittsburgh, is celebrating his 10th year in radio as a jockey.

Neil W. Sargent, KVEU, Coeur d'Alene, Idaho, has been spinning record spins with his material on local and artists and records in the "Hermitage." Sargent tells us he has loads of requests for "The Hermitage." New listeners love it... Harold Bledsoe, WEWO, Laurinburg, N. C., tells us he has been spinning the tunes that our listeners request. One of our theaters helps a great deal by giving free passes to persons attending mystery tapes. Rodney Masters, KIQ, Portland, Ore., tells us that it is now putting on about 36 hours of air time each week and is beginning to see members in his club.

Snyder and Mary Ross are back together again on WABY, Albany, N. Y., after a two-year absence with the Armed Forces.

Western Music Swings North

Continued from page 14

ords, claims western record sales are up 20 per cent this year. He attributes it to the great number of good western numbers.

Interest in the records, claims Weaver, is strongest in the Rocky times, Northern Ontario, rural Quebec and Manitoba, while British Columbia, Saskatchewan and Alberta, Canada's three Western provinces, make almost no showing at all. Ironie twist is that in New Westminster, radio station CNRW maintains 20 of its 24 hours daily programming western folk music. Despite that, record sales are low.

Secreted Sons Boom
"Whitney" Haines, of Capitol, reports that whenever a western sacred song is newly released, evangelical movements buy large quantities. They sell the records and one store which specializes in them, a \$14 sells huge quantities of records.

Strongest sellers of western music, according to Haines, are department stores reporting a negligible increase.

The average store finds that western fans come in on Friday nights, just after they are paid. They have just so much money to spend and are careful not to spend it all. They ask the clerks what is new, and generally know what they want by listening to the radio. The fan is fussy, but he is a good customer, for he returns to the same dealer, week in and week out.

Indicative of the western fan's interest in the radio program is the fact that all but one of the top 10 western stations have country music programmed thru the week. One station, CKEY, has a well-known, better popular spinning disks for them.

Jukes on Up-Beat
Juke boxists, who report an increase in the music Jack Campbell, a local operator with 100 juke boxes spread thru the city, says that in the last couple of years interest in country music has climbed to a new high.

There doesn't seem to be any particular district where the music lover has his favorite spot, said he found that in any of his locations, in a large restaurant district, over six months of interest in the music as there is in most of his other locations.

Campbell places on the average two western out of 10 records to each machine. He says western records are on 85 per cent of his machines on location. Vocal records are favorites, with Hank Williams continuing to be a draw on all units.

Settlement Near

Continued from page 14

Billboard, "I am gratified at the expediency with which you have by re-appointment by the industry and its acceptance by the union."

"The economic future of the professional musician presents problems that are of national importance. There are more people who make music than ever before, and better students of music than ever before. Yet, there are fewer paid jobs for them in the past year than there are now."

"Highly Creditable"
"It is highly creditable to the industry that it is willing to make these contributions to a fund which will employ musicians in claims. It is equally creditable to the industry that it cooperates even when the Fund is no longer under its control. The public is the beneficiary of this action, and it has received musical service free of charge, for which the Fund has cost \$2,000,000. Under the new agreement this will be \$1,000,000."

Local 802 demands the networks increase staff musicians at \$100 a week and ND-100 at \$85 to \$90 and at WOR from 40 to 52. It also seeks live music on all live broadcasts of records on the city grounds and cues. No scale increases (current scale is \$182 a week) are being sought.

GINNY WRIGHT
WITH JIM REEVES RECITING
HITTING BIG
"I LOVE YOU"
b/w
"I WANT YOU YES"
FABOR #101
ORDER FROM THESE
FABOR DISTRIBUTORS

Allied Music Sales 2147 W. 17th St. Los Angeles, Calif. Chicago Distributing Co. 1911 Grand St. Chicago, Calif. Buckley Distributing Co. 105 Delaware Ave. Jacksonville, Fla. Coral Records, Inc. 131 Greenwood Ave. Atlanta, Ga.	Southern Mercury, Inc. 240 Broadway New Orleans, La. The Capitol 229 Pennsylvania Bldg. Baltimore, Md. Pan-American 3721 Westwood Ave. Detroit, Mich. Lone Star Distributing Co. 227 W. 4th St. New York, N. Y.	Southern Mercury, Inc. 240 Broadway New Orleans, La. Oklahoma City, Okla. 1622 Fairmont Ave. Philadelphia, Pa. Gleno Allen Co. 114 Union Ave. Memphis, Tenn. Mercury Records, Inc. 108 Lewis St. Chicago, Ill.
--	--	---

James H. Martin, Inc.
1200 Michigan Ave.
Chicago, Ill.
Frank's One-Stop
124 Clinton
San Helena, Calif.
Ira Distributing Co.
104 S. Grove St.
Wichita, Kans.
Liberman Music Co.
277 N. Franklin
Minneapolis, Minn.

FABOR RECORDS

4636 Hollywood Blvd., Hollywood 28, Calif.

MITCHELL TOROK
Member of
LOUISIANA HAYRIDE,
KWKK, Shreveport

THE "CARBANEAN MAN" ... is Doing Strong On His New Release ...
"HOOTCHIE KOOTCHIE HENRY" (From Hawaii)
b/w
"GIGOLO"
Abbott #150

Thanks to Disk Jockeys and Operators
ABBOTT RECORDS
4636 Hollywood Blvd., Hollywood 28, California
Also Distributed by Quality Label in Canada

Nashville

1. Let Me Be the One
H. Locklin, Four Star
2. There Stands the Glass
W. Pierce, Decca
3. Bimbo
J. Reeves, Abbott
4. Wake Up, Irene
H. Thompson, Capitol
5. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
6. I Really Don't Want to Know
E. Arnold, Victor
7. Chasin' a Sin
S. Wells, Decca
8. Kiss Me Big
J. Williams, Capitol
9. Tall 'N' Nice
Carlisle, Mercury
10. Run 'Em Off
O. Wheeler, Okeh

New Orleans

1. Release Me
J. Heap, Capitol
2. Bimbo
J. Reeves, Abbott
3. There Stands the Glass
W. Pierce, Decca
4. Wake Up, Irene
H. Thompson, Capitol
5. I Really Don't Want to Know
E. Arnold, Victor
6. Changing Partners
P. W. King, Victor
7. Run 'Em Off
J. Heap, Columbia
8. Leave Her Alone
R. Frizzell, Columbia
9. I'm Waiting for the Dog
W. Pierce, Decca
10. Chasin' a Sin
S. Wells, Decca

SNOW BOUND- FOR A NEW SOUND

HEAR

HANK SNOW

PLAY DUAL-GUITARS RECORDED ON DOUBLE SOUND TRACK

Listen for the NEW
"SNOW-SOUND"



ON THIS
AND ALL
FUTURE
RELEASES!

"PANAMAMA"

HILL AND RANGE B/WN# 20-5592

"ACT 1-ACT 2-ACT 3"



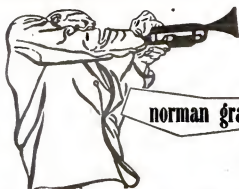
WATCH FOR THE HANK SNOW SHOW
IN THE FOLLOWING CITIES!

January 24th, Oakland, Calif.—25th, San Jose, Calif.—26th, Fresno, Calif.—
27th, Long Beach, Calif.—28th, Los Angeles, Calif.—29th, Phoenix, Arizona
—30th, Tucson, Ariz.—31st, El Paso, Texas—February 1st, Amarillo, Texas—
2d, Albuquerque, New Mexico—3d, Pueblo, Colo.—4th, Denver, Colo.

By Popular Demand
THE ALL GUITAR
(INSTRUMENTAL)
ALBUM OF
**"COUNTRY
PICKIN'"**
BY HANK SNOW

Exclusive Direction:

DUB ALLBRITTEN, 417 Broad, Nashville, Tenn. Phone 5-7031



norman granz

JAZZ

ON
CLEF RECORDS

THE COUNT BASIE SEXTET

MGC 146

Basie Beat; K.C. Organ Blues; Sha's Fanny That Way; Royal Garden Blues; Stan Shorthair; Blue and Sentimental; Count's Organ Blues; As Long As I Live

EP 185

Basie Beat; K.C. Organ Blues; Stan Shorthair; Blue and Sentimental
EP 186
Sha's Fanny That Way; Tippin' On the Q T; Count's Organ Blues; As Long As I Live



OSCAR PETERSON SINGS



MGC 145

Spring Is Here; I Hear Music; Autumn in New York; I'm Glad There Is You; I Can't Give You Anything But Love; The Things We Did Last Summer; Folks Dots and Moonbeams; One for My Baby

EP 191

Spring Is Here; I Hear Music; Autumn in New York; I'm Glad There Is You

EP 192

I Can't Give You Anything But Love; The Things We Did Last Summer; Folks Dots and Moonbeams; One for My Baby

THE ARTISTRY OF STAN GETZ

MGC 143

These Foolish Things; How Deep Is the Ocean; Thanks for the Memory; Hymn to the Orient; Cool Mix; Rustic Hop; Have You Met Miss Jones; Eruption

EP 188

These Foolish Things; How Deep Is the Ocean; Thanks for the Memory; Hymn to the Orient

EP 189

Cool Mix; Rustic Hop; Have You Met Miss Jones; Eruption



DIZZY GILLESPIE WITH STRINGS



MGC 136

Sweet and Lovely; My Old Flame; I Waited for You; Ghost of a Chance; The Man I Love; Night and Day

EP 153

Sweet and Lovely; My Old Flame; The Man I Love; Night and Day

BENNY CARTER: COSMOPOLITE

MGC 141

I Got a Kick Out of You; Street Scene; Pick Yourself Up; Imagination; I've Got the World on a String; Come With the Wind; Long Ago and Far Away; I've Got It Bad and That Ain't Good

EP 187

I've Got the World on a String; Come With the Wind; Long Ago and Far Away; I've Got It Bad and That Ain't Good



LATEST CLEF SINGLES:

BUDDY RICH

AND HIS ORCHESTRA

"LET'S FALL IN LOVE"

b/w

"ME AND MY JAGUAR"

889094 • 8909445

ROY ELDRIDGE

QUINTET

"LITTLE JAZZ"

b/w

"WRAP YOUR TROUBLES IN DREAMS"

889097 • 8909745

JOHNNY HODGES

AND HIS ORCHESTRA

"JOHNNY'S BLUES (Part 1)"

"JOHNNY'S BLUES (Part 2)"

889098 • 8909845

GENE KRUPA

SEXTET

"CAPITAL IDEA"

b/w

"OVERTIME"

889099 • 8909945

LESTER YOUNG

QUINTET

"I CAN'T GIVE YOU ANYTHING BUT LOVE"

b/w

"CONFESSION"

889100 • 8910045

451 NO. CANON DRIVE
BEVERLY HILLS, CALIF.

CLEF RECORDS

522 FIFTH AVENUE
NEW YORK 36, N.Y.

TOP RHYTHM & BLUES RECORDS

R&B Territorial Best Sellers

- Continued from page 38
- ### Philadelphia
1. I'm Just Your Fool
E. Johnson, Mercury
 2. I'll Be True
F. Adams, Herald
 3. El Paso
J. Loco, Tico
 4. Lolly Pop
O. McLellie, Modern
 5. Saving My Love for You
J. Ace, Duke
 6. Ebb Tide
L. Spooks, King
 7. Fat Daddy
D. Washington, Mercury
 8. Sunday King of Lava
E. Boston, Bruce
 9. Mamootas
E. Boston, King
 10. Baby Doll
Marvin & Johnny, Specialty

- ### St. Louis
1. Money Honey
C. McPhatter, Atlantic
 2. I'm Just Your Fool
B. Johnson, Mercury
 3. Money Honey
J. Turner, Atlantic
 4. You're So Fine
Little Walter, Checker

Washington - Baltimore

1. I'll Be True
F. Adams, Herald
2. Money Honey
J. Turner, Atlantic
3. Money Honey
C. McPhatter, Atlantic
4. Rags to Riches
Dominoes, King
5. Ebb Tide
L. Spooks, King
6. Please Don't Leave Me
Fats Domino, Imperial
7. Money Honey
A. Milburn, Aladdin
8. Take Me Back
L. Hayes, Hollywood
9. My Girl
A. Milburn, Aladdin
10. These Foolish Things
Dominoes, Federal

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on the Billboard's weekly survey of over 1,000 stores throughout the country with a high volume of sales in rhythm and blues records. The last seven weeks of each week are also listed.

Week	Week	Week
This Week	Last Week	Peak
1. MONEY HONEY—C. McPhatter	1	1
2. I'LL BE TRUE—F. Adams	3	10
3. MONEY HONEY—J. Turner	2	16
4. YOU'RE SO FINE—Little Walter	4	3
5. THINGS I USED TO DO—Guitar Slim	4	2
6. I'LL BE TRUE—F. Adams	5	2
7. RAGS TO RICHES—Dominoes	5	9
8. MARIE—Four Tunes	7	9
9. I HAD A NOTION—J. Morris	8	11
10. SAVING MY LOVE FOR YOU—J. Ace	—	1

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's juke box proportion of rhythm and blues records.

Week	Week	Week
This Week	Last Week	Peak
1. MONEY HUSH—J. Turner	1	11
2. MONEY HONEY—C. McPhatter	2	19
3. RAGS TO RICHES—Dominoes	2	4
4. I'LL BE TRUE—F. Adams	3	5
5. THINGS I USED TO DO—Guitar Slim	—	1
6. MARIE—Four Tunes	—	6
7. SOMETHING'S WRONG—Fats Domino	—	2
8. I HAD A NOTION—J. Morris	—	5
9. SAVING MY LOVE FOR YOU—J. Ace	—	5
10. TV MAMA—J. Turner	—	1

Rhythm & Blues Record Reviews

Continued from page 24

aparting the group. Kluiter's chomping is fine. (Modern, BMI)

MONROE, 78
 A neat slow blues performance here from both Kluiter and vocalists (Modern, BMI)

LULA REED
 Your Key Don't Fit Me No More...79
 Good stuff here—an attractive blues reading by the throaty Gray & Cee. (BME)

WALKING...78
 Most good stuff here via the sax's riffs and propels. (Gray & Cee, BME)

TAMPA REED
 More Telling Blues...80
 V-20584—Here's a distinctive vocal from Tampa with a big boom. It makes for good listening. (Frederick, BMI)

If She Don't Come Back...89
 Red and the combo deliver up a fairly good Southern style blues. (Tanner, BMI)

THE PLATTERS
 I Need You All the Time...88
 FEDERAL 15164—Good vocal combo with a strong lead voice spurring the performance coupled with a smooth backing of six o'clock birds. (Arms, BMI)

THE CRY WIFE YOU'RE GOIN'...88
 More of the same here on another ballad. (Arms, BMI)

SUPERIALS
 Life of Eve...88
 GUY LAKES 120—A good new song, with an excellent lead backing coming material and weak backing here. Harmony and rhythm with the group has plenty on the ball, and deserves watching in future. (Krewe, BMI)

If You're Not Here...88
 The quiet again expands taste and energy in work material. (Krewe, BMI)

Popular Record Reviews

Continued from page 24

from a Veril opera is sung slowly here by Griffin over smooth orchestration. Should get some spins. (East, ASCAP)

HEY, GARDNER...88
 A crazy, mixed-up ditty is sung by Griffin. It is hard to tell if this is meant to be a parody on "Hey Joe" or an example of how to mix Clio's and Pennsylvania Dutch sayings. (Aberbach, BMI)

SARAH VAUGHAN
 Fly Come, Fly Go Lover...89
 MERCURY 7099—Sweet, East Side altery type of lyric is handled with much vocal skill and finesse. (Midway, AF)

Aed This Is My Beloved...87
 Still one of the finest singers in the business, Sarah Vaughan continues to seek out exotic material which will interest too few disc buyers. (Frank, ASCAP)

ROY ELDRIDGE QUARTET
 Someone to Watch Over Me...88
 DAWN 201—Little Jazz form is a lovely recital by Eldridge. The combo leads, spinning out mighty listenable improvisations on the luscious over-implications on the horn over quiet support from the rhythm. (Frank, AF)

Any's Film on Me...87
 Roy Eldridge and Anita Loos handle the vocal nicely on this new self-recital by Eldridge. The combo leads a little support, and Roy gets a solo on top. This is the first disk from Scepter's subsidiary jazz label, the one it is pop.

Phono Chatter

Continued from page 15

sales manager of the firm's Radiomaster division, which produced the high fidelity and Jerry-Bleina's Phono units.

strato-fidelity's Communist Distributors Company is now handling the Square Root line of phonos of the New York, New Jersey and Philadelphia areas.

Don Leary, Minneapolis record dealer, has opened a new self-service shop in the city's St. Louis Park suburban shopping center. The outlet will handle disks, TV, phonos and wire and tape recorders... New RCA distributor in Seattle is Fidelity Electric.

Milwaukee

Biggest selling three-speed phonograph during the just-ended Christmas rush at Radio Doctor according to Len Glasman, was the popular-price Hudson. About a third of the floor space of the State was devoted to displaying the complete offerings of all lines this year. The addition of the O'Brien. Major Distributors sales booth, reports an excellent holiday cleanout in the Mercury phone department... According to Harold Biers, the new manager for the RCA Victor distributors, Taylor Electric, should be completed early next week. New distributors for Motorola products formed last week by Arthur E. Kronenberg and Paul R. Dye. Kronenberg left his post as manager of the radio division of the Taylor Electric company here. Dye formerly was general sales manager of the Admiral Corporation in Chicago before they formed their partnership.

WANTED
RECORD CLOSOUTS
 Ed. Miley, Dealers, All Speeds
 Century Co.
 1313 Walnut St., Philadelphia 22, Pa.
 LU 6-9734

NUMBER 81 POLKA LINE
TOP ARTISTS AND TUNES
 Biggest Selection on All Records.
 Write for catalog and nearest distributor to you. Send 10¢ for catalog. No charge for sample. Transcontinental paid.
RECORDS
 346 North Ave., New Rochelle, N. Y.

Repeat Buy
 Across The Country!

MERV GRIFFIN
ALL THE LIVING DAY
 on COLUMBIA RECORDS
 an ESSEX


Decca
 America's Fastest Selling Records!

PHONOGRAPH RECORDS
 the best POPULAR-WESTERN. Most of our records, recorded, all new. Good money order or check. For immediate delivery.
Ace-Hi Distributing Co.
 266 N. Pico Blvd., Los Angeles 10, Calif.

LET US PRESS YOUR RECORDS
 75 rpm 10" from 12a. Also 45 rpm and 12" at lowest price. We also provide recording studios and agents at low prices.
Steiray Products, Inc.
 Shafter, Calif.

RECORD PRESSING
 Originals of the NON-SLIP FLEX
Research Craft Co.
 1317 N. VICHARD ST., LOS ANGELES 26, CALIF.

SONGS FOR SALE
 Copyrighted songs with music.
 (For more information see page 40)
"COLD WATERS WILL FREEZE"
 "COLD WATERS WILL FREEZE"
 SONGWRIGHT OF THE DEEP SOUTH
 266 BARRA AVE., RAINBOW, FLORIDA

MONEYMAKER!
THINGS THAT I USED TO DO
 by GUITAR SLIM
 7482 4182-45
Specialty
 8508 Sunset Blvd., Hollywood 46, Calif.

Write for LATEST CATALOG
NEW RECORDS
 1,000 Different "Standards" and 100 Tunes. 33 1/3, 45 & 78 rpm.
\$9.00 per 100
 (78 rpm)
 50¢ each up
 Over 1,000 Satisfied Customers
VEDEX COMPANY
 734 10th Ave., New York 19, N. Y.
 C.O. 4-149
 Complete Inventories Requested

A Sure Fire Hit
THE SPIDERS
"I DIDN'T WANT TO DO IT"
 by
"YOU'RE THE ONE"
 Imperial 9245

Imperial Records
 6423 Hollywood Blvd.
 Hollywood 28, Calif.

Two for the Money!
 The Four Tunes singing
MARIE
 I GAMBLED WITH LOVE
 Janis 5123
 The British singing
Robe of Calvary
 There's No One But You
 Jubilee 5134

JUBILEE RECORD CO., INC.
 315 W. 47th St., N. Y., N. Y.

Getting Bigger Every Day!
"LITTLE DADDY"
 by
"Love Is a Crazy Thing"
 by BIG BERTHA

SAVOY RECORD CO., INC.
 50 Market St., Newark, N. J.

A New Herald Hit!
JOE MORRIS
"NO, IT CAN'T BE 'TRAVELIN' BE' DONE"
 Herald #420

SACRIFICE
40,000
BRAND NEW RECORDS
 33 and 45 rpm. All labels. Many Ours.
BOX D-38
 C-116
 1158 Patterson St., Cincinnati 21, O.

THE BILLBOARD is the only trade paper covering the general showbusiness news field with an audited paid circulation.

Burlesque Bits

By UNO

Guy Dawn's featured strip routine on the Hirst wheel takes the form of a pantomimic story of love and romance all performed off and on the stage up-stage. ... Comic Mac Damon is maintaining the less he did who died January 8 in a Bronx (N. Y.) Jewish home at the age of ... Cyril J. McConley, attorney for Union City, N. J., at a hearing in Appellate Court in Newark last week, urged his application by the Colony Theater in Union City to put on burly shows be rejected. ... He claimed, was unsafe for the performers and, further, is located next to a playground. Decision by the court has been reserved. ... He has opened a Guy Dawn comic who for the last two decades has been a character actor in six, has opened a Guy Dawn nity in Hollywood which will be performed as well as taking part in the show. ... He opened January 8 at the Equire Club in Tucson, Ariz. Young, who is now rounding out her third month at the Club Lido, New York, has been a steady get rid of her snake act and return to her original exotic strip primarily due to the fact that an accident in her suite in the Hotel Lincoln in New York has caused a big controversy. ... She will sell to anyone interested. ... According to Guy Dawn, her former manager of the Riato Club, Chicago, and personal representative for St. Cyr, she will be in the show. ... This is the one form of entertainment you can't put on television. ... Mae Day, former ace principal, is in charge of wardrobe for the new musical. ... The girl in Pink Pinks, who plays Kaye Kirk, back from Alaska, is playing club dates in Phoenix, Ariz. Missie Garza, who is in Miami Beach vacation, opens January 26 at the Casino at Midway's Adams in Newark, N. J. ... Harry Wald, former concessionaire of the Grand and Casino, and now owner of the World picture house, there was given a birthday party by his wife and daughter last week. Among the guests were Al Baker, Letty White, Dick Lebas, Mr. and Mrs. Ralph Liss and Abbie Hoffman. Mollie Williams, 69, who headed her own show and starred in many others on the old Grand, died January 5 in Roosevelt Hospital, New York. Funeral services were held privately in University Chapel, New York. She was the widow of Hugh Dewar, former owner of the Midway Show, a grocery chain. Surviving is a sister, Mildred Gilmore Hersh, also

of the burly stage. ... Bob Biggs and Barbara Carter will open January 22, Janice Lee, February 1, and Patte Weggin, March 1, Karen Sana, Ann Scott, Marysue Stevens, and Judy Franklin, from New Orleans, are new additions to the circuit. where owner Milton Jacobson was the recipient of gifts of a Back in time for the event was Roberts Lee, producer-manager who started a holiday week at his four homes in Bay City, Mich., where he just returned from four years in Uncle Sam's service. Harry Sandler, concession manager during the run of the Riato, Chicago, and his wife, Mery, former candy stand operator, are the parents of girl born December 12 at the University Hospital in New York City. there had to operate his own juke box route and record shop, the Hawkeye Music Company.

★ Continued from page 11

besides being a band front, singer and pianist, is a good talent buyer. ... Chico Relli's relief work was ... Bill Smith.

Hotel Sahara, Las Vegas, Nev.
(Monday, January 18)

Capacity, 250. Price policy, no cover, no minimum. Operator-manager, Stan Frank, 2212 and judge, J. ...

Donald O'Connor came in with a fine act. Based on current business and future reservations, he is ... as well as Marlene Dietrich.

This week, following Marlene Dietrich, there is Donald O'Connor and his top-rated television troupe. The talented young, comic, mimic and singer of sorts, had no trouble capturing live audiences in the intimate success by bringing along Sid Miller, Stan Moran and George Piro.

Highlight of the show is the mimic routine by O'Connor and Miller, who are hilarious on stage on various names. Another stand-out was O'Connor's "Me and My Shadow," which was a very funny shadow routine. ...

3 REGIONAL OFFICES UNDER 1 OWNERSHIP
PROVIDES EXCLUSIVE U.S. NATIONAL RIGHTS. ...

LUCE PRESS & CLIPPING BUREAU
27 Thomas St.
New York 6, N. Y.
Bldg. 7-1209
104 West 120th St.
East St. City, N. Y.
715 Harrison St.
Toledo, Kansas

Be a Rooster for MILTON SCHUSTER
BOBBY GOODMAN SHOW PLACING
100-100 CITY CLUBS
127 N. Dearborn St., Chicago 2, Ill.

THEATER AVAILABLE
Dorset, 200 seats. ...

ATTENTION, ACTS
ESPECIALLY INTERESTING IN ...
LOUIE HAGES
TODDIE IN NIGHT CLUB ...

another peg for chatter, pointing out how she couldn't have stood ... last year. ... May is wonderful; wonderful to look at and wonderful to listen

Her new piano player, Reginald Bean, is a genuine find for her. ... Mack works with Joe E. Lewis. His pianistics were fine and delicate ...

Guy Chermey, short, likable chap out of San Francisco by way of ... singer ideal for cafes. He has a good voice, what impressed ...

His material consisted mostly of oldies and standards with one pop, "I Love Paris" thrown in for a pace changer. ...

He's a natural for audience spots. He has a good voice, what impressed ...

Maccabo, Hollywood
(Tuesday, January 19)

Capacity, 200. Price, 50c cover. Shows at 8:30 and 10:30. ...

Eartha Kitt's quick return to the stage with her new act and augurs well for Charles ...

Eartha Kitt's highly bicycling performance got down to the sun in "New Faces" and this Sunset Strip night has only the ...

Suggestive numbers aplenty composed of the repertoire. Singer scores heavily again with her disk hits. ...

Sands Hotel, Las Vegas, Nev.
(Thursday, January 14)

Capacity, 440. Price policy, no cover, no minimum. ...

Ezio Pinza's routine of pops and longhair, plus novelties, made him a big hit here the second time around.

La Vie En Rose, New York
(Monday, January 11)

Capacity, 250. Price policy, 50c minimum. ...

Pezzl Baylak has seldom been more hyped up than that floor singer, a better job than almost any she's been given in the many times ...

Her material this time around was hyped by a couple of new specials, but it wasn't her set material that convulsed the sim audience, ...

Pocus-Pocus

By B. BILL SACHS

GEORGE MARGUIS, who in all seriousness announced his retirement from magic and the show six months ago, is back ...

He's a natural for audience spots. He has a good voice, what impressed ...

When in BOSTON It's the HOTEL AVERY
Avery & Washington Sts.

ATTENTION High & Variety Acts
All Acts wanting early dates for Parks and Celebrations in the East contact

DEL-MAR-Va. Theatrical Agency
314 East 46th St. ...

EASTERN CANADIAN-MAINE BOOKINGS
Westchester-Boston ...

EAST COAST BOOKERS
Box 124, ...

COMEDY "ZOOLOGICAL" ACT
CLOWNS-MAGICIANS-M.C.'s ...

"The Location's Thing"

Just off Fifth Avenue between Times Square and Radio City -in New York!

Accommodating 200 guests in an atmosphere of gracious comfort ...

COLUMBIA
HOTEL
70 WEST 46 STREET, NEW YORK 36

Minstrel's Costumes & Accessories
CIRCULARS FREE
Dance-Act-Costumes ...

Minnesota Annals of Jim Anderson Gross up 8% in 1953 Of Bioposters Passes at 70

98 County-Regional Events Register \$1,409,150 Income From All Sources

ST. PAUL, Jan. 18.—Minnesota's 98 county and district fairs did a record year in 1953 than in any previous year at the annual meeting of the Minnesota Federation of County Fairs in Hotel...
A record of 100 per cent membership of all county and district fairs in the federation was disclosed also by Peterson at what was held Sunday through Tuesday (10-12) was told by secretary, Harold Pederson, of Minneapolis.

Total receipts from fair operation in 1953 were \$271,694.45, while revenue from other sources, including \$171,375.78 of State aid, came to \$587,455.48 for a grand total of \$1,409,150. Compared with the 1952 grand total of \$1,264,470, according to Peterson's report.

Re-Elect All Officers
The federation renewed all of its officers and three of four directors, whose terms expired Earl...
Newly named board member is Francis Mullins, of Grand Rapids, president of the eight county district, replacing C. M. Bray of Northome. Directors re-

elects were Hubert Ransom, of St. James, second district; Joseph G. German, St. Paul, fourth district; Logan C. Logan, of Grand Prairie, sixth district. Five other districts held over until 1955.

289G in County Aid
In addition to the State aid received by the 98 fairs, they also got \$28,193.11 in county aid and \$5,760 in municipal aid, plus \$13,683 in donations. Rental from grounds and buildings brought \$7,622; membership dues \$8,272; miscellaneous revenues \$1,851.

Total expenditures were \$1,101,313, with the premium list bringing \$127,000. Rental from grounds and buildings brought \$7,622; membership dues \$8,272; miscellaneous revenues \$1,851.

Atlantic City, Jan. 16—

"Big Jim" Anderson, who has been identified with the local fair and rodeo circuit for 33 years, most of the time as business agent, died Friday (6) following a heart attack. He was 70.

Anderson had a colorful career that included service in the Navy in China and the turn of the century. He was 18 when he remained in California for a year where he became one of the few Bennett comedy cops. Later he did advertising work with Barnum & Bailey Circus and with marionette dance promoters in this city, in Florida, and in New Bedford, Mass.

He is survived by his widow, Marie; a daughter, Mrs. Patricia Anderson, of Los Angeles, and a brother, William, of Peterson.

STUNTERS OUT

Roy Rogers Set to Head Rodeo's Matinee Bill

TORONTO, Jan. 16.—The Roy Rogers troupe has been signed to head the afternoon grandstand show at the Canadian National Exhibition here this week.

The signing of the Rogers troupe marks a first for the circuit, the CNF each year in the past 20 having offered a thrill show at the matinee grandstand attraction.

Announcement of the Rogers contract was made by Hiram McCullum, CNF general manager, who said that Rogers and his wife, the Evanses, and their trained horses would work in the night grandstand show to be produced by Jack McCullum as well as in the afternoon show.

Kochman Unit Set for Three Shows at Tampa

TAMPA, Jan. 16.—Jack Kochman's Hell Drivers have been booked for three shows at the Florida State Fair here, February 2-13. J. C. Huskinson, the fair's executive manager, announced that performances will be given Thursday, February 4, Sunday, February 7 and Tuesday, February 11. Engagement will mark the 49-year-old fair's

Austin Top-Grosser

The Pre-Convention Fair, which in '52 grossed \$35, in operation receipts, hit \$40,616 in 1953. Five-day fair, held in Austin, which took in \$45, 621 in donations. Rental from grounds and buildings brought \$7,622; membership dues \$8,272; miscellaneous revenues \$1,851.

GRANDSTAND SLAM

Zemater Rounds Up Fair Circuit Biz

CHICAGO, Jan. 16.—Contracting of the night grandstand shows at the five Minnesota fairs of the winter season is complete this week by the Charles Zemater Agency gave the Chicago booking agent a record year. The circuit business serviced by Zemater is estimated at \$1,409,150. Previously the Zemater agency had closed to provide the night show at the 14 winter fairs of the Canadian B and last week signed for its fifth year of the circuit to provide acts with involves seven annuals.

Receiving of the three fairs by one agency has provided the Zemater office with an excellent record to provide acts with 19 weeks of consecutive work, performed with book bookings.

The Minnesota loop July 8 at the Minnesota State Fair, Barnsville, Fertile, Warren, Roseau and Mahanoy. The circuit loop closes August 13 in Neillville, then includes Merrill, Grand Rapids, and Grand Rapids, Shawano and winds up in Weygawa on September 12.

Heirs Retain Half Interest; Star's Appearances to Be Inked Independently

DENVER, Jan. 16.—Gene Autry, Colorado Springs, Colo., Mandan, N. D., has bought back his interest in the rodeo of the late Leo J. Cremer, of Big Timber, Mont., and will continue its operation. Deal, closed here Thursday (14) by Earl Lindsey, representing Autry, who is now on tour, and the Cremer heirs, Cremer's widow, Martha, and son, Joe Jr., includes 207 bucking horses, 52 Brahmas bulls, 145 Mexican steers and 144 Arabian, grand children.

Dates previously planned by Cremer will be filled, according to an announced plan. These include the Iowa State Fair, Des Moines; the California State Fair, Pueblo; the Montana State Fair, Great Falls; the Midland Empire Fair, Billings; the North Star Fair, North Montana State Fair, Great Falls; Hank Latta, Casper, Wyo.; Frank Tomlinson, International Amphitheater, Chicago.

St. Paul Winter Carnival Signs Eddie Fisher

ST. PAUL, Jan. 16.—The St. Paul Winter Carnival, which is set for the pull-out of Nick Karas' "Sport Show," is signing Eddie Fisher for a one-nighter here to wind up the festival (February 6) at the winter carnival. Fisher will set \$5,000 in front in St. Paul Auditorium.

Also signed were Homer and Arthur, plus two other acts yet to be named. Their packages, including Fisher, will cost \$9,000.

TRADE TAX TOPIC

Truck Levy Hits Showmen; Lorain Top Fair; Moore for Mgr. Post?

COLUMBUS, Jan. 16.—Chief topic of conversation among carnival and rodeo organizers and major concessionaires making the 29th Annual Convention of the Ohio Fair Managers' Association at the Deahler-Thurston Hotel here Tuesday through Thursday (12-14) was the new tax law which is designed to capture a pretty penny from showmen making the State in 1954.

The three-day convulse again measured up to its reputation as being one of the largest and most active of the nation's State fair meetings. Registration was estimated at around 1,250, 50 absent last year's figure. Registration was set in 1953 which some 1,260 delegates signed in. Incomplete weather in the Northern part of the State early in the week had some effect in holding attendance at the meeting one below the final day which made driving conditions hazardous sent some of the most timely ones booked earlier than planned to avoid being stranded.

He is survived by his widow, Marie; a daughter, Mrs. Patricia Anderson, of Los Angeles, and a brother, William, of Peterson.

Mr. Cremer said that the stock will continue at the Cremer 100, 000-acre ranch during the off-season. Such Cremer staffers as Mrs. Hank Mills, secretary; Hank Mills, in charge of pick-up trucks; and Doug O'Donnell, director of back-of-the-chutes activities, will continue with the rodeo, Lindsay said.

Gene Autry will make some personal appearances with the rodeo, but such appearances will be contracted independently of the rodeo, Lindsay said.

Cremer died last November as a result of a truck accident on his ranch. Until the consummation of the deal here Thursday (14), fairmen and others who had planned to re-contract the Cremer 100,000-acre ranch in a quantity to do in lining up their '54 attraction program.

Chuck Nichols, Cresco, Ill., Exec, Dies Suddenly

CHESCO, Ill., Jan. 16.—C. C. (CHUCK) Nichols, 62, veteran executive of the Howard County Fair here, died here Tuesday (14) of a heart ailment.

He served as secretary of the fair for many years and (14) vice-president during the past several years. In addition, he was past president of the Iowa Fair Managers' Association and secretary of the North-eastern Iowa Fair Association. Survivors include his widow and a daughter, Burial in Cresco.

Nevertheless, the closing banquet and ball in the Deahler-Hill Hotel here Tuesday night pulled a capacity crowd, with Ex-Governor of Ohio Myers V. Cooper acting as toastmaster. Principal speakers at the banquet were Lt. Gen. Floyd L. Parks, Commanding General, 5th and 6th Army Headquarters, Fort Meade, Md.; Dr. Arthur S. Flemming, Director of Defense Mobilization, Washington, and philosopher-humorist, Lawrence H. Hall, Senior Canon, Trinity Cathedral, Cleveland.

Lorain Fair of the Year
In the annual banquet feature, the final judging for the Myers V. Cooper Trophy for the Ohio Fair of the Year for 1953, Lorain County Fair at Wellington, O., walked off with the honors. The Lorain annual is hosted by Secretary Clair L. Hill.

Appearing on the banquet show were the Lorain Basals, courtesy Bernes-Carruthers; Happy Hall, Edna Joyce and Homer and Holly, courtesy of the Columbus Book Exchange; Bonnie Lou and Randy, courtesy of the Columbus Book Exchange, Inc. and Gregory and Sheri, courtesy of Klein's Attractions.

The sale tax issue, which caused much concern among the outdoor showmen at the meeting, went into effect last week. Enforcement has been lax to date, but the State is increasing tax stations throughout the State. Once the tax stations are set up, enforcement will be in earnest, State tax officials say.

All commercial vehicles having a gross weight of 10,000 lbs. or more (Continued on page 44)

W. Va. Execs Advised to Stress Youth

Tom Sydenstricker Renamed President; Morrison Veepee

CHARLESTON, W. Va., Jan. 16.—Fair officials must pitch at young people, J. B. McLaughlin, representative of the West Virginia Association of Fairs at the annual meeting held in the Ruffner Hotel here Saturday (13).

He stressed the importance of drawing youth into the fair as the key to the future success of the delegates that State aid would be forthcoming in about the same amount as in the past few years.

The annual meeting, which was attended by 100 representatives from eight of the State's fairs, re-elected all officers, including Tom Sydenstricker, president; Earl Morrison, vice-president; and James T. Hettor, secretary-treasurer. The annual banquet was held in the Ruffner Hotel here Saturday (13).

Truex, Drake Split Agency

KANSAS CITY, Mo., Jan. 16.—Bern Truex and Tom Drake, who for the past 14 years operated as one agency, have announced they have dissolved their partnership and will operate separate agencies.

The World Renowned

MAGIC RADAR HOT DOG COOKER

Get in on the ground floor • Start part time or full time!



**SPECIAL
LOW PRICE**
only **\$149.50**
EACH

YES — UNBELIEVABLE BUT TRUE!

● 20 Hot Dog Cookers selling only 30 hot dogs per day with only 6c profit per hot dog will net

\$10,800 PER YEAR

● 30 Hot Dog Cookers selling only 40 hot dogs per day with only 6c profit per hot dog will net

\$21,600 PER YEAR

● Who would have thought a hot dog bought it? Yes! Home—Car—Vacation—Security.

Be first in your town or county with one of the fastest money makers ever invented.

Only limited supply to each area.

Thousands of locations available. Every bar, bowling alley, soda fountain, dance hall, club, restaurant, etc., welcomes a new money making idea.

ONE OF THE SAFEST, SUREST BUSINESSES ON EARTH

Hot Dog Cookers are booming across the nation because:

1. No overhead expense, no rent, no heat, no light, no salaries, no advertising. All cash. No bad accounts.
2. Steady year-round business. No strikes, no layoffs.
3. No selling experience needed. Attractive display sells itself.
4. Permanent—The American public has always loved hot dogs—depression proof.
5. No purchasing complications. Fast stock turnover.
6. It is possible for one individual to build his income into thousands and thousands of dollars per year.

**THIS IS BIG BUSINESS!
CAN YOU HANDLE IT?
EARNINGS UNLIMITED—
IT IS UP TO YOU!**

**TURN COPPERS INTO GOLD
HOT DOGS NET MILLIONS
15,000,000 HOT DOGS SOLD EVERY DAY
58,000,000 SANDWICHES SOLD EVERY DAY
HOT DOGS OVER ¼ ENTIRE AMOUNT**

FOR COMPLETE INFORMATION WRITE:

WORLD WIDE BROKERAGE CORP.

SUITES 713-719 (AMBASSADOR BLDG.)

411 No. 7TH ST.

ST. LOUIS 1, MO.

Mass. Fairmen Urge Unit, Name Reynolds

PITTSFIELD, Mass., Jan. 16.—The Massachusetts State Fair Association elected Jack Reynolds as its new president and urged fairmen by dealing with legislative and public relations problems at the 1954 annual meeting Tuesday (12) at the Hotel Sheraton.

The unity move, a resolution passed by membership after being requested by the State relations committee, served as a polite warning to regional and splinter groups through the State Fair Association to give to the association's executive board. Adopted was a new general exhibit scoring method developed by Earl S. Carpenter of Amherst. It will be used by the State Fair, with Gov. Paul F. Tracy as a speaker, was attended by more than 400 persons.

Edmonton Ex To Construct A New Stage

EDMONTON, Alta., Jan. 16.—The Edmonton Exhibition will construct a new \$50,000 stage in front of its grandstand this year as part of an announcement in celebration of the city's 50th anniversary.

Carroll Plane Grounded

Tuesday morning the members heard reports by secretary-treasurer Paul Carson of Toronto. A. L. Lombard, delegate to the New England Conference, Frank Knecht, secretary, and Edward J. Carroll, secretary of the discussion Monday night (11).

Henry Broderick, State Commissioner of Agriculture, led off with a report on the 1953 season. A report on fairs and Lombard's discussion of new ideas presented at the annual meeting. The afternoon was "Fair Business is Our Business" by Dr. J. S. Moore, president of the North Carolina State Fair.

Officers Named

Electing officers of the Eastern States Exposition were Richard H. Campbell of Greenfield, first vice-president; Edward Dwyer of Weymouth, second vice-president; John Tulko of Topfield, third vice-president; and Corson, secretary-treasurer. New executive officers included Thayer, of Cummington, as chair-

Heavy turnout Of Show People Mo Co Confab

JEFFERSON CITY, Mo., Jan. 16.—A heavy turnout of carnival agents, attraction bookers, fair and show suppliers marked the annual convention of the Missouri Association of Fairs and Agricultural Exhibitors here Thursday and Friday (14-15) at the Governor's Hotel.

Elect Bud Moore As '54 President; Rename Singleton

JEFFERSON CITY, Mo., Jan. 16.—A heavy turnout of carnival agents, attraction bookers, fair and show suppliers marked the annual convention of the Missouri Association of Fairs and Agricultural Exhibitors here Thursday and Friday (14-15) at the Governor's Hotel.

Mo Co Confab

JEFFERSON CITY, Mo., Jan. 16.—A heavy turnout of carnival agents, attraction bookers, fair and show suppliers marked the annual convention of the Missouri Association of Fairs and Agricultural Exhibitors here Thursday and Friday (14-15) at the Governor's Hotel.

Edmonton Ex To Construct A New Stage

EDMONTON, Alta., Jan. 16.—The Edmonton Exhibition will construct a new \$50,000 stage in front of its grandstand this year as part of an announcement in celebration of the city's 50th anniversary.

Nebraska Circuit Sets January 25 Attraction Confab

NORTH PLATTE, Neb., Jan. 16.—The South Central Nebraska Fair Association will hold its mid-winter meeting in conjunction with the annual confab of the Nebraska Association of Fair Managers in the Cornhusker Hotel here Tuesday (25).

Best Yet

JEFFERSON CITY, Mo., Jan. 16.—A heavy turnout of carnival agents, attraction bookers, fair and show suppliers marked the annual convention of the Missouri Association of Fairs and Agricultural Exhibitors here Thursday and Friday (14-15) at the Governor's Hotel.

Seis Record At Knoxville

KNOXVILLE, Tenn., Jan. 16.—The Tennessee Valley Fair held most successful year in '53, netting \$285,566 for the fair.

Kansas '54 Events With State's Centennial

County Annals Report 4% Gate Increase in '53; Spending up 25%

TOPEKA, Kan., Jan. 16.—Kansas fairs that will tie in their programs with the Territorial Centennial Anniversary week-end revealed during the annual convention of the Kansas Fairs Association Tuesday and Wednesday (12-13) at the Jayhawk Hotel.

Panel Sessions Highlight 2-Day Tenn. Meeting

Name Taylor Prez; Thurman, Winters, Dunningen Vice

CRAWFORDVILLE, Tenn., Jan. 16.—Two-day annual convention of the Tennessee Association of Fair Managers Tuesday and Wednesday (15-16) at the Montgomery Hotel proved a successful workout for representatives of close to 50 fairs.

Best Yet

Seis Record At Knoxville

KNOXVILLE, Tenn., Jan. 16.—The Tennessee Valley Fair held most successful year in '53, netting \$285,566 for the fair.

Elect Bud Moore As '54 President; Rename Singleton

JEFFERSON CITY, Mo., Jan. 16.—A heavy turnout of carnival agents, attraction bookers, fair and show suppliers marked the annual convention of the Missouri Association of Fairs and Agricultural Exhibitors here Thursday and Friday (14-15) at the Governor's Hotel.

Edmonton Ex To Construct A New Stage

Nebraska Circuit Sets January 25 Attraction Confab

NORTH PLATTE, Neb., Jan. 16.—The South Central Nebraska Fair Association will hold its mid-winter meeting in conjunction with the annual confab of the Nebraska Association of Fair Managers in the Cornhusker Hotel here Tuesday (25).

Best Yet

Seis Record At Knoxville

KNOXVILLE, Tenn., Jan. 16.—The Tennessee Valley Fair held most successful year in '53, netting \$285,566 for the fair.

Panel Sessions Highlight 2-Day Tenn. Meeting

Name Taylor Prez; Thurman, Winters, Dunningen Vice

CRAWFORDVILLE, Tenn., Jan. 16.—Two-day annual convention of the Tennessee Association of Fair Managers Tuesday and Wednesday (15-16) at the Montgomery Hotel proved a successful workout for representatives of close to 50 fairs.

Best Yet

Seis Record At Knoxville

KNOXVILLE, Tenn., Jan. 16.—The Tennessee Valley Fair held most successful year in '53, netting \$285,566 for the fair.

RAY STONE & HIS ORCHESTRA

Ray Stone & His Orchestra. Ray Stone, Musical Director. Ray Stone, Musical Director.

PARAMOUNT ORCHESTRA SERVICE

65 Spring Street, North Adams, Mass.

DISPLAY FIREWORKS

Wholesale and Retail. Display Fireworks. Wholesale and Retail.

FREE ACTS WANTED

For White County, Tenn. Free Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

ACTS WANTED

For White County, Tenn. Acts Wanted. For White County, Tenn.

World of Mirth Sets 'Dancing Waters' Fourth Carnival to Offer Study Possibility

Fourth Carnival to Offer Study Possibility

NEW YORK, Jan. 16.—Negotiations were under way for the presentation of a "Dancing Waters" unit by the World of Mirth Shows at its fair dates in 1954. Contract signing, scheduled for mid-week, was postponed until Monday (18) when hazardous weather conditions interfered with the travel plans of midway execs.

The World of Mirth is the largest

fourth major carnival organization, and is likely to book the fountain spectacle for 1954 tours. The other shows are the Royal American Shows, the only one to schedule the feature for its entire season; the Amusement Corporation of America, and the E. E. Gooding Amusement Company.

The deal has been in negotiation for the past several weeks with Bernard (Buck) Aiton, concession manager, representing the World of Mirth, and Sam Shayon, Harold Steinman and Hans Haselach representing the feature which they own.

Second Big Feature

With the acquisition of "Dancing Waters," Frank Bergan, general manager of the shows, feels that he will have one of the strongest show lineups that his organization has ever had and also one of the best carried by any mobile organization in recent years.

Special trains and staging facilities will be completed for both units. Since both are major (Continued on page 36)

NSA to Name Club Rep for Each Carnival

NEW YORK, Jan. 18.—With President Joe McKee presiding, a large turnout of National Showmen's Association members gathered out for the meeting Wednesday (13) of the general assembly and board of governors. Refreshments were served by Frank (Shrimple) Rappaport and luncheonette service following the evening's business.

A proposal of McKee that will be adopted is the plan to appoint a steward with each carnival next season to handle NSA business. Also meeting items discussed means committee of chairman Gerald Snellen, which is discussing a possible fund project for 1954.

On the dias with McKee were Snellen, second vice-president; John S. Weisman, first vice-president; Harry Rosen, treasurer; Sam S. Levy, secretary; J. Jeff Harris, assistant treasurer; Sid H. Levine, controller; and Fred C. Murray, chaplain.

Bill Siebrand Named Proxy At Phoenix

PHOENIX, Ariz., Jan. 16.—W. R. (Big Bill) Siebrand was elected president of the Arizona Showmen's Association here in a decision that saw the entire independent ticket swept in his stride.

Louis Ward was named first vice-president; Millard Freedman, second vice-president; and Earl Satter, third vice-president; Earl Satter, secretary, and Don Hanna, treasurer. Officers were installed at the January 18 meeting.

Following the election, a buffet reception of venison was served. The meet was the result of a recent bunting trip by the new president and Ralph Holzman.

Reported on the sick list were Joe Steinburg and Bob Uselson. J. J. Miller was in Phoenix recently after an absence of two years. Carl Sprague took the pot for sick.

THOUSANDS SETTLED

Show Folks Rate Miami High as Ideal Home Site

MIAMI, Jan. 16.—Do what you will in the normal course of living in and around this metropolitan playground area and the chances are that no day will go by without a friendly conversation with one of the members of the great outdoor brotherhood.

They are everywhere—on residential corners of the area's swankiest hotels, home owners pushing up sunbathes on their own premises in the plushiest, middle and lesser residential sections, purchasing cabarets and restaurants every other conceivable job that will keep them in victuals and

Moore Makes 68 MSA Appointments

MIAMI, Jan. 16.—President William B. Moore made his Miami Showmen's Association committee appointments this week, as the club set its sights on additional big shows for 1954. He filled 18 positions, including those of Cliff Wilson and Fred Holtzman as a two-man building committee, and Raymond (Shep) Blumberg as the new secretary and in-member ways and means group.

Appointments were as follows:

Ross Manning Sets Staffers

MIAMI, Jan. 16.—Ross Manning, owner of the shows bearing his name, this week announced his staff for the coming season would include Walter D. Nealand, veteran press agent. Nealand will handle publicity along with special agent chores and children's show promotion.

Jack J. Perry is again general agent and Thomson Carson, White Sides will have his string of contracts for 1954. White Sides is under way at the show's Kingstree, S. C., winter base. Rides are being laid out and ready for shipment in shape for the coming tour. Several new trucks will be added for '54.

EVIDENCE FALLS TO COOK COOK

MIAMI BEACH, Jan. 16.—With his notebook ready, pencil in hand and his head bowed between his fingers, Phil Cook, town executive secretary of the Miami Showmen's Association, felt a heavy hand on his shoulder as he stood in the lobby of the Arena here Wednesday night (6) while talking with the crowd attending the Bobby Dykes-Joe Giardello fight. It was State Attorney George Brygman, and the upholder of law and order, noted in loud voice that he had at last caught Cook red-handed at making money, informed by the lobby of the Bobby Dykes-Joe Giardello fight. It was State Attorney George Brygman, and the upholder of law and order, noted in loud voice that he had at last caught Cook red-handed at making money, informed by the lobby of the Bobby Dykes-Joe Giardello fight. It was State Attorney George Brygman, and the upholder of law and order, noted in loud voice that he had at last caught Cook red-handed at making money, informed by the lobby of the Bobby Dykes-Joe Giardello fight.

COLORFUL EVENT

Miami Ladies Install Sydney Thomas Pres.

MIAMI BEACH, Jan. 16.—Sydney Thomas was installed as president of Ladies Auxiliary of the Miami Showmen's Association at a plush 1901 annual celebration dinner at the Starlight Hotel of the Biscayne Terrace Hotel (Thursday night 7). She succeeds Ruth Struber, who became a member of the board of trustees.

Also installed were Ada Cowan, first vice-president; Freda Wilson, second vice-president; Irene Moore, third vice-president; Ann Whitehead, secretary; Hilda Robinson, treasurer and Ethel West, corresponding secretary.

Members to serve on the board of governors in 1954 were: Myrtle Duncan, Ella Dodson, Winnie Edwards, Dorothy Linnery, Kitty Glosser, Agnes Grosso, Lois Hanson, Mickey Hawkins, Lola Koenig, Lillian Keadler, Jeanne Mack, Doris Pierson, Betty Eddy, Leonie Parken, Elida Roman, Mae Levine, Ruth Schreiber, Billie Palitz, Emma Rocco, Mae Ross, Pearl Schultz, Judith Solomon.

Rites Held for Zilda Lefevre

MANCHESTER, Vt., Jan. 16.—Funeral services were held Tuesday morning (12) at St. Paul's Parish for Zilda Lefevre, 50, wife of King Reid Lefevre, who died here Saturday (9).

Mrs. Lefevre is survived by her husband, operator of King Reid Show; a son, Arthur, an infant granddaughter, and two daughters and a brother who are residents of North Adams, Mass.

Committee Named

PHOENIX, Ariz., Jan. 16.—A committee to study the proposed merger of the Arizona Showmen's Association with the National Showmen's Association was named here in a decision that saw the entire independent ticket swept in his stride.

White Suffers Crushed Chest

BRAWLEY, Calif., Jan. 16.—Doc G. W. J. White, veteran showman who suffered a crushed chest and other injuries January 16 near here in a truck accident, has been given a 50-50 chance for recovery by doctors, according to his son, George (Doc) White.

SWANNER INKS 5 Iowa Fairs

ST. LOUIS, Jan. 16.—Missouri Valley Shows, newly organized here, has been signed to provide the midway for five Iowa fairs. Ray Swanner, chairman of the new firm, said that he had inked contracts with the fairs, which are at Alton, Winterset, Coon Rapids, Chicago and Ridge. Swanner, a church pianist, reported the deal is lining up a series of celebrations in Iowa and Missouri.

GOOD TONIC SHOWS NEEDED

McCaffrey Views Industry Ailments From Hospital Bed

MIAMI BEACH, Jan. 16.—In a television address from a bed at St. Francis Hospital with a broken pelvis one suffered in a fall at his home on New Year's Day, Ray McCaffrey, a dean among the operating carnival hierarchy, is immobilized only in good fortune. He is recovering from the injuries sustained in a fall at his home on New Year's Day, Ray McCaffrey, a dean among the operating carnival hierarchy, is immobilized only in good fortune. He is recovering from the injuries sustained in a fall at his home on New Year's Day, Ray McCaffrey, a dean among the operating carnival hierarchy, is immobilized only in good fortune.

Elizabeth Murphy, Lillian Tucker, Ann Tara, Maria Viviano, Lois Weiss, Sue Weiss, two new Wright, Nancy Whitehead, Raynell Golden, Louis Eddy, Martha Weiss and Delia Weiss.

Besides Mrs. Schreiber, the board of trustees includes the following: Dolores Young, Martha Weiss and Mae Levine.

Ladies Afloat

Ladies attending the event reported it the most colorful and lavish ever staged by the auxiliary. Participating in the formal program were Nan Rankin, chaplain; Louise Eddy, mistress of ceremonies; Dora Egan, installing officer; Kathleen Brown, flower girl; Evelyn Taylor, Joan Prell, Elinor Miller, Nancy Whitehead, Jeanne Lampell and (Continued on page 36)

Krekos Orgs Round Out '54 Routes

SAN FRANCISCO, Jan. 16.—West Coast Shows and West Coast Exposition Shows added two new California fairs to their '54 list with the hookups for the Santa Sutter Fair in Yuba City and the Mother Lode Fair in Sonora. Bobby Cohn, general representative for the Mike Krekos organizations, announced.

The shows also filled their Labor Day time with the addition of two spots. West Coast Shows will return to Lakewood, Ore., for the Round-Up and Days after an absence of five years.

West Coast Exposition Shows have set Daily City, Calif., for a community fair under the joint auspices of the Chamber of Commerce and the Henry Doelger "Westlake Village."

According to Cohn, Exposition will set right in the heart of Westlake. The dates coincide with the opening of the J. J. Penney store, said to be one of the largest in the country.

Swanner Inks 5 Iowa Fairs

Following the election, a buffet reception of venison was served. The meet was the result of a recent bunting trip by the new president and Ralph Holzman.

McCaffrey Views Industry Ailments From Hospital Bed

Following the election, a buffet reception of venison was served. The meet was the result of a recent bunting trip by the new president and Ralph Holzman.

Midway Confab

Charley C. Hutchinson, formerly of the 20th Century Shows, has entered the T. B. Sanitarium at Montgomery, Ala., and would accept hearing from his friends.

Notes — Fair recently visited Less and Babe Hutchinson at Montgomery.

Turner Scott has taken his rides to the Lees Lane Shows for several Florida dates. Scott reports he plans to open at his Daytona Beach, Fla., permanent first in mid-March. . . . **Valan** Adair, concessionaire on Johnny Denton's Gold Medal Shows, was recently discharged from a hospital and

ager of the Lynch No. 2 show, was the subject of a recent yarn on imported animals and plants in a Halifax daily. . . . **Art Parry**, ride foreman on the Lynch org., is back in town on a party of prepping equipment after a Toronto ride-showing jaunt.

Barry Ganser, veteran advance agent for the show, is working the off-season as an inspector of imported animals and plants in St. John. . . . **Percy McCullough**, former concessionaire, is now back in wintering quarters in St. John. . . . **Jackie Sullivan**, tattooist, is working at John working on the water front. . . . **Frank Dougherty**, concession op. is also working in that city.

While vacationing in Tampa Mr. and Mrs. William Beldock, of the O. C. Buck Model Shows, purchased a new ranch-style home. . . . **J. D. McNeely**, vet bannerman and billposter, reports that he'll be back with his white tops again this season. He is wintering in Louisville. . . . **Kitty Martin Royal**, wife of Splinter Royal, was uninjured when her house-trailer turned over December 17 in Brooksville, Fla. Mrs. Royal, who has been staying at her mother's home in Columbus, Ga., since the accident, is nursing at a local hospital. . . . **Mrs. Diane Shalton**, wife of Bill Shalton, formerly with "Wal-lace Bros." Shows, is recuperating in St. John. . . . **John** following an emergency appendectomy on Christmas '54.

Frank Lavall, veteran of 62 years, is now showing at the Motor-drome as a guest of honor at a birthday party tendered him by personnel of Midway of North Shows on his 75th birthday. A five-course

beer and gifts were the high-points. Those attending included Mr. and Mrs. Tommie Davis, Mr. and Mrs. Carl V. Ope, Mr. and Mrs. Jan Garrett, Jim Owent, Bob Schmidt, Mr. and Mrs. Ed McAuchieffe, Ossie McCardiff, Eddie Kiron, Mr. and Mrs. Willis Yowall and son, Mr. and Mrs. Fields and Rossia Davis.

R. C. McCarter, inactive as a show general agent last year when he took time out to promote a fair at Bristol, Tenn., which unfortunately was delit a death blow by a polio outbreak, reports that he is now in the process of formulating another annual. The new event will be located in Florida, with full details when plans are completed.

Gerald Sneliens, special representative of the World of North Shows, married Mrs. L. T. (Pats) Christian, wife of the well-known Richmond, Va., show authority and undertaker, this week. Sneliens will represent his organization while **Bernard (Bucky) Allan**, concession manager, will attend the Southern meetings.

John Kohler, well-known freelance writer, will shortly visit with **Ben Hoodhouse**, of the Elks Lodge Company, to gather material for a story on Ferris Wheels for the Saturday Evening Post.

John S. Wassman, first vice-president of the National Showmen's Association, will make a flying trip to Miami to attend the showmen's banquet there, was back in New York last week and already working on the preliminaries for the 1954 NSA banquet.

L. C. (Ted) Miller, absent from show business for several years, has settled down in Miami Beach as the manager of a plush motel.

WILSON and Fred W. Hoffman, chairman of the Miami Showmen's Association building committee, pose proudly in front of the \$17,000 structure which was completed in time for members and visitors attending the annual banquet to view. The co-chairmen were roundly applauded at the meeting, at which they gave their final report and turned over a certificate of occupancy.

is now convalescing at his home. He is, however, confined in traction as a result of a dislocated spinal disc.

W. D. (Winy) Schaffer, general agent for the Wade org., was recently in Tampa where he and his wife, Flo, visited Joe Pearl, Mrs. Ben Abrams, Mr. and Mrs. Bert Brill, Paul and Olive Thomas, Mr. and Mrs. Leo Carrel, Mr. and Mrs. Jack Heald, Slim Winslow and Cecil Brown.

New Brunswick Notes: **Jack Snyder**, manager of the Motor-drome on the Bill Lynch Shows, is attending an early trip to Toronto where he will pick up a ride to operate with this season with his drone. . . . **Dooley** Mersah, man-


HANKY PARKS
TRIED AND PROVEN MONEY MAKER
NOW MADE IN TAMPA, FLORIDA
Shipments made same day order received. Our business is good and yours will be too. Remember every one loves to win, that's a Hanky Park.

FREE CATALOG
RAY OKES & SONS
P.O. BOX 4344, TAMPA, FLORIDA
Telephone 90-2927

T-E-N-T-S
CONCESSION, CIRCUS, CARNIVAL AMERICAN TENT & AWKING CORPORATION
One of America's largest Builders of Tent Shows
201 E. Water St. Norfolk 10, Va.
BILL SANDERS

HUBERT'S MUSEUM
Open all year round
West and North Carolina State and all parties in host cities.

LEGAL ADJUSTER
AT LIBERTY FOR '54
Company of Insured not get help in
the L. K. HUBERTY TRUST
400 E. 11th St. Atlantic City, N.J.
Atlantic City, N.J.
Number 311



AMUSEMENT COMPANY OF AMERICA

formerly **HENNIES BROS.' SHOWS**
CAN PLACE FOR 1954 SEASON . . . SOLID ROUTE OF STILL DATES AND FAIRS
SHOW WILL OPEN SOMETIME IN MAY

<p>MONKEY SHOW . . . Have wagons for same. METROPOLITAN OPERATOR with his own motorcyclists. We have large Droms.</p> <p>CLASS SHOWS . . . Have transportation for same. HAIRY RIDES that do not conflict.</p> <p>GRIND SHOWS . . .</p> <p>GIRL SHOW OPERATOR . . . This show will have only one Girl Show all season.</p>	<p>OUR FAIR ROUTE CHIPPewa FALLS, WIS. SPRINGFIELD, ILL. STATE FAIR DES MOINES, IOWA. STATE FAIR LOUISVILLE, KY. STATE FAIR CHATTANOOGA, TENN. LAUREL, MISS. BIRMINGHAM, ALA. STATE FAIR SEASIDE, TEXAS</p> <p style="text-align: center;">PAUL OLSON, Manager</p> <p>Write or wire: Box 919, Riviera Beach, Fla., until February 12 Then: Box 414, Hot Springs, Ark.</p>
--	---

FLORIDA CITRUS EXPOSITION

WINTER HAVEN, FLA. - FEB. 15 THRU 20

Florida's Second Largest Fair

<p>WANT</p> <p>CONCESSIONS</p> <p>SHOWS</p> <p>RIDES</p>	<p>Cookhouse, Grub. Age and Scales, Auction, Jewelry, Photos, French Fries, Long Range, Short Range, Ball Games, Any kind of Merchandise Concessions.</p> <p>Mechanical City, Motordrome, Fun Hesse, Glass Hesse, any Grind Show with own equipment. Must be in keeping with standards of this Fair.</p> <p>Scooter or any New Major Ride. (No Kiddie Rides—have plenty.)</p>	<p>WANT</p> <p>CONCESSIONS</p> <p>SHOWS</p> <p>RIDES</p>
--	---	--

All Answers: **DOLLY YOUNG, P. O. Box 515, Tarpon Springs, Fla.**

WEST COAST SHOWS

240 JONES STREET SAN FRANCISCO, CALIF.

1st CALL WANT 1st CALL

<p>SHOWS:</p> <p>Monkey, Maze or Glass House, Fun House, Wild Life, Freak Animal, Micky Mouse, Mechanical City or any other non-conflicting show with what we now have.</p>	<p>RIDES:</p> <p>Dark Ride, Chair-Plane, Octopus, Roll-o-Plane or any other ride not conflicting.</p>	<p>CONCESSIONS:</p> <p>Long Range Gallery, String, Cigarette Gallery, Photo, Duck Pond, Scale and Age, Hoop-La, Hi-Sinker, Ballion Derby, Soccer and all other stock concessions not conflicting with what we now have.</p>
--	--	--

HELP: **HELP IN ALL DEPARTMENTS:** Have openings on all rides for '54 season. Must be semi-driver and non-drinkers. Will also have some ticket selling jobs for wives.

LAREDO, TEXAS, 57TH ANNUAL


WASHINGTON BIRTHDAY CELEBRATION

FEBRUARY 17 to 28 - 12 DAYS - 2 SUNDAYS

WANT

<p>SHOWS</p> <p>Big Snakes, Motordrome, Monkey and Illusion Shows, Platform Attractions, Glass Hesse, Penny Arcade, Wild Life, Midget and Ferris Shows.</p>	<p>RIDES</p> <p>Have opening for C-Cruise, Miniature Whip, Caterpillar, Fly-a-Plane, Dark Ride and Mix-Up.</p>	<p>CONCESSIONS</p> <p>Photos, Nevelitis, Custer and Ice Cream; Short Range Gallery and Hanky Parks. No "Sneakum" Stores.</p>
--	---	---

Address: **J. GEORGE LOOS, Box 455, Laredo, Tex.**



GLADSTONE EXPO SHOWS

14 FAIRS 2 CELEBRATIONS 14 FAIRS

<p>CONCESSIONS—Bingo, Lead Gallery, Short Range, Car, Glass Fish, Penny Fish, Arcade, Fish-Tick-You-Win, 25¢ Game, Fish Pond, American Mini Camp, Hesse, Pen. P. C., Christmas Tree and Second.</p> <p>Glads All Hanky Parks open.</p>	<p>SHOWS—Can place any Shows with own equipment, 25¢ Jan.</p> <p>Humboldt, Tenn., Strawberry Festival (Central City, Ky., Paducah, Miss., Savannah, Tenn., Charleston, Miss., Dresden, Tenn., Camden, Tenn., Centerville, Tenn., Clarksville, Miss., Bolson, Miss., Canton, Miss.</p>	<p>RIDES—Can place Kiddie Rides, Penny Cars, Swings, etc. No Jan.</p> <p>EMANCE, Ky., July 4 Celebration Brownsville, Tenn., Charleston, Miss., Dresden, Tenn., Camden, Tenn., Centerville, Tenn., Clarksville, Miss., Bolson, Miss., Canton, Miss.</p>
--	---	---

F. POOLE, Owner
Box 1184, Jackson, Miss.

JACK OLIVER, Bus. Mgr.
Phone Edwards Hotel, Jackson, Miss.

— See You At The Tampa Fair —

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS...

Set in usual want-ad style, no photograph, no display first line...
Word Limit: 35 CASH COPY.

DISPLAY-CLASSIFIED ADS...

Containing larger type and by the area line, 14 lines to the inch...
Minimum \$6.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertisement, please send advance to the week you wish your advertisement to appear. 5346 Patterson St., Cincinnati 21, entry in the week

ACTS, SONGS & PARODIES

AT LAST YOU CAN BE FUNNY LIKE the big time comedians...
NEW! EGYPTIAN NIGHTS...
EGYPTIAN DANCER...
MUSIC MAGAZINE...
FREE CATALOG...
NEW 1954 EDITION...
AGENTS & DISTRIBUTORS

AGENTS & DISTRIBUTORS
AMALINE PEARL SEA SHELL JEWELRY...
AMAZING CLOZETS

AGENTS & DISTRIBUTORS

AMALINE PEARL SEA SHELL JEWELRY...
AMAZING CLOZETS

ANIMALS, BIRDS, PETS

ACE YOU CAN RELY FROM FROM stock for your "Billboard" ad...
ACE Toy Mfg. Company

BUSINESS OPPORTUNITIES

COMPLETE CIRCUS FOR SALE...
EARN MONEY AT HOME...
FREE FOLDER...
NEW ELECTRIC MACHINE...
STAY A MILLIONAIRE...
MAKE BEAUTIFUL HOME PINE VENEER...
MAKE 100 DAY SELLING NEW COLORS...
NATIONAL DISTRIBUTION JOINTLY FOR...
NECKLACES, CARPETS, PINE AND...
ANY FORMULAS, AS CATALOG...

The Nation's Finest Source for exclusives and NAME BRANDS

Gifts • Premiums Incentive Awards SAME DAY SHIPMENTS We Carry Complete stocks... every item first quality.



Valentine Special!

Temple Exclusive CLAUDIA Only \$3.00 Each Retail \$29.75 and Worth It



TEMPLE COMPANY, INC. 804 Sanson St., Philadelphia 6, Pa. Market 7-8242. Visit Our Auxiliary Showroom 708 Sanson St., Philadelphia 6, Pa. National Headquarters for DIAMONDS • CULTURED PEARLS • PRECIOUS STONES

INTRODUCTORY OFFER OF REAL FUR AND PLYSH BUNNIES. \$34.50 per dozen. Includes 100% N.Y.C. Fur, 25% Cash, C.O.D. if not used.

New and Latest Bar Gag! EYE BALLS. Double three plastic balls, mounted in rubber for realistic effect. Double eye balls, made of double eye balls, made of double eye balls...

No Extra Charge for Samples 1 Doz. (6 of each)... \$34.50. Order and Get Catalog! FREE 12-Pg. Catalog with Samples

SEND FOR OUR GENERAL CATALOG LISTING IDENT'S RINGS PINS EARRINGS SETS, ETC. PLEASE STATE YOUR BUSINESS—LIST US IN YOUR DIRECTORY ADDRESS TO WE CAN MAIL OTHER CIRCULARS TO YOU.

ACE Toy Mfg. Company 123 W. 27th St., N.Y., N.Y.

RINGS 15.00 Per Gross and up. \$7.50 PER GROSS & UP. \$1.00 actual size.

Fully Automatic Pocket Lighter. Imagine a lighter that lights itself... \$7.70 doz. \$4.95 gr.

FRISCO PETE. JUST OFF THE PRESS—NEW CATALOG. No. 250. \$1.00 per copy. \$1.00 per copy.

MINIATURE PACKET LIGHTERS. Buy by the dozen or in bulk at \$2.00 Doz. \$22.50 Gr.

USE THIS HANDY FORM NOW

1 Type or print your copy in this space: 2 Check the heading under which you want your ad placed: 3 Indicate below the type of job with: 4 Complete this authorization blank and mail promptly...

STERLING JEWELERS. 1000 Adams Bldg., 41 E. 12th Street, Columbus, Ohio

Save an EXTRA \$15.40 on Special \$50 DEAL! Buy a watch, a ring, a bracelet, a necklace, a pair of earrings, a pair of cufflinks, a pair of tie tacs, a pair of cufflinks, a pair of tie tacs...

BOTTLE "TITANIUM" BENS. \$8.25. Set in 14kt. case... \$10.00. Buy for Our New Big 100-piece lot...

ANY FORMULAS, AS CATALOG, CHEMICAL INSPIRATION...
NECKLACES, CARPETS, PINE AND...
ANY FORMULAS, AS CATALOG...

BEAUTIFUL CROSS

When you place the center in your eye you see the world in a new, colorful, interesting light.

MIRACLE CROSS

LORD'S PRAYER

A REAL MONEYMAKER

49¢ to \$4.25
\$4.25 to \$48.00

White Brilliant Cut, Red Diamonds or Three Spangled Diamonds
Lenses work at C.D. angles, make stars, your business.

PROVIDING CREDIT COMPANY
10 West 42nd St., New York 18, N.Y.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CASA
CASA, 1100 Broadway, New York 10, N.Y.
CASA, 1100 Broadway, New York 10, N.Y.
CASA, 1100 Broadway, New York 10, N.Y.

RANFALL PITCHING MACHINES—FIVE
CASA, 1100 Broadway, New York 10, N.Y.

FOR SALE—SECOND-HAND SHOW PROPERTY

A COMPLETE SELECTION USED SEMI-
CASA, 1100 Broadway, New York 10, N.Y.

EXTRA BARGAIN—A CAR
CASA, 1100 Broadway, New York 10, N.Y.

EXTRA BARGAIN—WHIP CAR
CASA, 1100 Broadway, New York 10, N.Y.

FOR SALE—KIDNEY TRAIN
CASA, 1100 Broadway, New York 10, N.Y.

FOR SALE—150W TON AND WALL
CASA, 1100 Broadway, New York 10, N.Y.

MINIATURE RADIOPHONE FOR MEN
CASA, 1100 Broadway, New York 10, N.Y.

MISCELLANEOUS

BRAND NEW G.E. AND SPERRY ORGINS
CASA, 1100 Broadway, New York 10, N.Y.

UNITS SCHOOL OF CHRISTIANITY—FREE
CASA, 1100 Broadway, New York 10, N.Y.

10,000,000 GOVERNMENT 1/2% U.S. P.L.S.
CASA, 1100 Broadway, New York 10, N.Y.

USED TRUCK 40000 WITH 1 OR 2
CASA, 1100 Broadway, New York 10, N.Y.

WANTED—EVANS H AND STRICK
CASA, 1100 Broadway, New York 10, N.Y.

WANTED TO BUY—MERRY-GO-ROUND
CASA, 1100 Broadway, New York 10, N.Y.

WANTED—STUFFED BUCKING BRONG
CASA, 1100 Broadway, New York 10, N.Y.

WANTED—SEVERAL CONTROL
CASA, 1100 Broadway, New York 10, N.Y.

FREE! FREE!

LATEST GIANT WHOLESALE CATALOG

MONEY MAKING OPPORTUNITY

GEM SALES

133 Wood Street, Detroit 26, Mich.

FOR SALE—SECOND-HAND SHOW PROPERTY

A COMPLETE SELECTION USED SEMI-
CASA, 1100 Broadway, New York 10, N.Y.

EXTRA BARGAIN—A CAR
CASA, 1100 Broadway, New York 10, N.Y.

EXTRA BARGAIN—WHIP CAR
CASA, 1100 Broadway, New York 10, N.Y.

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY SMALL PHOTO COPIED AND
CASA, 1100 Broadway, New York 10, N.Y.

PHOTO BOOTH GETTYS CLEAR—ALL
CASA, 1100 Broadway, New York 10, N.Y.

TEN WALL SIZE PRINTS FREE
CASA, 1100 Broadway, New York 10, N.Y.

MISCELLANEOUS

EXPERIENCED PUBLIC RELATIONS
CASA, 1100 Broadway, New York 10, N.Y.

FEMALE IMPRESSION CHARACTER-
CASA, 1100 Broadway, New York 10, N.Y.

MAN, S. WANTS TO LEARN PRODUCING
CASA, 1100 Broadway, New York 10, N.Y.

VAUDEVILLE ARTISTS

FEMALE IMPRESSIONIST OPEN FOR
CASA, 1100 Broadway, New York 10, N.Y.

VENTRILOQUIST & POLAROID MAGIC
CASA, 1100 Broadway, New York 10, N.Y.

FREE! FREE!

LATEST GIANT WHOLESALE CATALOG

MONEY MAKING OPPORTUNITY

GEM SALES

133 Wood Street, Detroit 26, Mich.

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY SMALL PHOTO COPIED AND
CASA, 1100 Broadway, New York 10, N.Y.

PHOTO BOOTH GETTYS CLEAR—ALL
CASA, 1100 Broadway, New York 10, N.Y.

TEN WALL SIZE PRINTS FREE
CASA, 1100 Broadway, New York 10, N.Y.

MISCELLANEOUS

EXPERIENCED PUBLIC RELATIONS
CASA, 1100 Broadway, New York 10, N.Y.

FEMALE IMPRESSION CHARACTER-
CASA, 1100 Broadway, New York 10, N.Y.

MAN, S. WANTS TO LEARN PRODUCING
CASA, 1100 Broadway, New York 10, N.Y.

VAUDEVILLE ARTISTS

FEMALE IMPRESSIONIST OPEN FOR
CASA, 1100 Broadway, New York 10, N.Y.

VENTRILOQUIST & POLAROID MAGIC
CASA, 1100 Broadway, New York 10, N.Y.

MAGNIFICENT WATCH BRACELET

MUSICIANS

AT LIBERTY—BAND AND GUITAR MAN,
CASA, 1100 Broadway, New York 10, N.Y.

Take the lines of least resistance with NAME BRANDS

THE HOUSE OF NAME BRANDS

H. B. DAVIS CORP.
1000 West 79th Street, New York 19, N.Y.

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY SMALL PHOTO COPIED AND
CASA, 1100 Broadway, New York 10, N.Y.

PHOTO BOOTH GETTYS CLEAR—ALL
CASA, 1100 Broadway, New York 10, N.Y.

TEN WALL SIZE PRINTS FREE
CASA, 1100 Broadway, New York 10, N.Y.

MISCELLANEOUS

EXPERIENCED PUBLIC RELATIONS
CASA, 1100 Broadway, New York 10, N.Y.

FEMALE IMPRESSION CHARACTER-
CASA, 1100 Broadway, New York 10, N.Y.

MAN, S. WANTS TO LEARN PRODUCING
CASA, 1100 Broadway, New York 10, N.Y.

VAUDEVILLE ARTISTS

FEMALE IMPRESSIONIST OPEN FOR
CASA, 1100 Broadway, New York 10, N.Y.

VENTRILOQUIST & POLAROID MAGIC
CASA, 1100 Broadway, New York 10, N.Y.

MAGNIFICENT WATCH BRACELET

MUSICIANS

AT LIBERTY—BAND AND GUITAR MAN,
CASA, 1100 Broadway, New York 10, N.Y.

BEAUTIFUL POCKET SECRETARY

56.00

H. B. DAVIS CORP.
1000 West 79th Street, New York 19, N.Y.

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY SMALL PHOTO COPIED AND
CASA, 1100 Broadway, New York 10, N.Y.

PHOTO BOOTH GETTYS CLEAR—ALL
CASA, 1100 Broadway, New York 10, N.Y.

TEN WALL SIZE PRINTS FREE
CASA, 1100 Broadway, New York 10, N.Y.

MISCELLANEOUS

EXPERIENCED PUBLIC RELATIONS
CASA, 1100 Broadway, New York 10, N.Y.

FEMALE IMPRESSION CHARACTER-
CASA, 1100 Broadway, New York 10, N.Y.

MAN, S. WANTS TO LEARN PRODUCING
CASA, 1100 Broadway, New York 10, N.Y.

VAUDEVILLE ARTISTS

FEMALE IMPRESSIONIST OPEN FOR
CASA, 1100 Broadway, New York 10, N.Y.

VENTRILOQUIST & POLAROID MAGIC
CASA, 1100 Broadway, New York 10, N.Y.

MAGNIFICENT WATCH BRACELET

MUSICIANS

AT LIBERTY—BAND AND GUITAR MAN,
CASA, 1100 Broadway, New York 10, N.Y.

1000 W. 79th St. ENGRAVERS

1000 W. 79th St. ENGRAVERS

1000 W. 79th St. ENGRAVERS

1000 W. 79th St. ENGRAVERS

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY SMALL PHOTO COPIED AND
CASA, 1100 Broadway, New York 10, N.Y.

PHOTO BOOTH GETTYS CLEAR—ALL
CASA, 1100 Broadway, New York 10, N.Y.

TEN WALL SIZE PRINTS FREE
CASA, 1100 Broadway, New York 10, N.Y.

MISCELLANEOUS

EXPERIENCED PUBLIC RELATIONS
CASA, 1100 Broadway, New York 10, N.Y.

FEMALE IMPRESSION CHARACTER-
CASA, 1100 Broadway, New York 10, N.Y.

MAN, S. WANTS TO LEARN PRODUCING
CASA, 1100 Broadway, New York 10, N.Y.

VAUDEVILLE ARTISTS

FEMALE IMPRESSIONIST OPEN FOR
CASA, 1100 Broadway, New York 10, N.Y.

VENTRILOQUIST & POLAROID MAGIC
CASA, 1100 Broadway, New York 10, N.Y.

MAGNIFICENT WATCH BRACELET

MUSICIANS

AT LIBERTY—BAND AND GUITAR MAN,
CASA, 1100 Broadway, New York 10, N.Y.

TABLES & STEEL OR WOOD CHAIRS

1140 B'way, N.Y. 17, 37 & 43 Dept. 41, MU 2-1351

MAGICAL APPARATUS

A BRAND NEW 24 INCH CATALOG
CASA, 1100 Broadway, New York 10, N.Y.

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY SMALL PHOTO COPIED AND
CASA, 1100 Broadway, New York 10, N.Y.

PHOTO BOOTH GETTYS CLEAR—ALL
CASA, 1100 Broadway, New York 10, N.Y.

TEN WALL SIZE PRINTS FREE
CASA, 1100 Broadway, New York 10, N.Y.

MISCELLANEOUS

EXPERIENCED PUBLIC RELATIONS
CASA, 1100 Broadway, New York 10, N.Y.

FEMALE IMPRESSION CHARACTER-
CASA, 1100 Broadway, New York 10, N.Y.

MAN, S. WANTS TO LEARN PRODUCING
CASA, 1100 Broadway, New York 10, N.Y.

NATIONAL DIST. CO.

322 Colburn Bldg. Miami, Fla.
Phone: 85-4743

Pipes for Pitchmen

By BILL BRAKER

HUSK O'HAIRE... the former "General Gentleman of the Air" and now a prominent Chicago manufacturer and distributor of hair beautifying preparations...

ANOTHER NOTE... the Windy City Slick says, Inc. is bidding for the concessions at South Bend, Ind., where Notre Dame plays football.

Genuine MINK BRACELETS... New York Women Can Wear Mink. 99¢ per pair. Beautiful mink bracelet...

Genuine FUR LAMBSKIN RUGS... For Driv. Living Room, Dining Room, Children's Room, Bedroom, Bath, etc.

ALL MEXICAN BLENDS OF MONEY SACK GUARANTEE... 2000 CIGARETTES OF C.O.D. Offer direct from Mex.

"BARGAINS"... The only bargain store available published weekly. At WHOLESALE prices for home use.

TOWER PRESS, INC. 115 South Broadway, New York 39, N.Y.

P D Q-World's Greatest PHOTO BOOTH CAMERAS... 100% Satisfaction. 120 Day Money Back Guarantee.

GILLS' SALES CO. 25 West 23rd St., New York 10, N.Y. WE ARE MANUFACTURERS OF ALL KINDS—PULL TICKET GAMES...

Merchandise You Have Been Looking for... Catalog Now Ready—Write for Copy Today! PREMIUM SUPPLY CORP.

Merchandise Topics

From All Around

The Jay Sales Company, Chicago, will soon have for sale what it announces as a "beautifully designed" family shrine with revolving doors that open and close automatically at the touch of a finger.

ELMER ELLIOTT... pipes in to let the boys know that George (White) Brecht is in the Yale and Hospital Ward C-1, Hines Hall, and he would like to hear from some of the novelty boys.

TIM STUTZ... reporting from Indianapolis, N. Y., reports that Bill Parker is covering the H. L. Green store at Hemstead, L. I., while John Brown is working the Farmer's Markets in that same area.

IF TEDDY GOLDSTEIN... he should sit down right now and get in touch with Frank H. Thompson. Piping in from North Aurora, Ill., Frank used to be a promoter in the English language to describe Teddy's abilities as a plover pitcher.

THE LAMBERT... whom we haven't heard from in quite a while is furnished by Hank Fretsch, Lettering from Youngstown, O. Hank says: "Just left Tom (Kennedy) and it appears that he's doing a terrific job in the literary field."

WINTER FAIRS... California: Imperial-Columbia Motor Fair, Feb. 20-March 2. Florida: Winter Fair, Feb. 13-23. Illinois: Chicago-Sears-Roebuck Fair, Feb. 20-March 4.

Ohio: Cleveland-Summit Show, March 4-5. Detroit: Detroit-Summit Show, April 1-18. Philadelphia-Spartan Show, Feb. 13-14. Tampa-Southwest Fair, Feb. 14-15.

Washington: Tacoma-Norm Show, May 15-23. General, 11914 Irving St., Seattle 1, Wash.

NOW FIRST TIME AT THIS NEW LOW PRICE

29 pc. TWIST DRILL BIT SET WITH INDEX... \$6.50 each in dec. lots. Samples \$7.50 each. 2103—This set of bits and set of reamers made from high speed tungsten carbide...



SEND FOR FREE WHOLESALE CATALOG Phone ORegon 2-3330

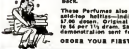
CUTTLER & COMPANY, INC. 929 Broadway, New York 10, N.Y.

A PERFUME SENSATION!



Full sized bottle of WORLD FAMOUS PERFUME... \$35.00 VALUE EACH. YOURS at \$2.50 each. 6 for \$12.00 TREMENDOUS PROFIT OPPORTUNITY

A big number for VALENTINE DAY giving. Get busy now!



These perfumes also available in 15-gram and 30-gram bottles... \$1.50 each. 15 for \$15.00.

EXCLUSIVE IMPORT CO., 1139 S. Wabash Ave., Chicago 5, Ill.

VALENTINE SPECIALS! MIRROR VANITY CHESTS

Packed with vanity... \$2.25. No inventory needed. 3 low cost cosmetics and cultural skin cream. AROMATIC CEDAR CHEST. Packed with useful cosmetics...

DIRECT FROM MANUFACTURER. \$16.00 per doz. \$15.00 per doz. New Packard Presentational Chain Store... Packard Jewelry Co.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW CONCESSIONAIRE'S OPERATORS, STREET WORKERS General CATALOG

GELLMAN BROS. 119 NORTH FOURTH ST. Use GLOBE TICKETS—CLUB DEALS BINGO TICKETS—TIP BOOKS—JAR GAMES ORDER FROM YOUR ORDERER GLOBE MFG. CO. 3941 So. Indiana Ave., Chicago 16, Ill. Victory 3489

CAFE TO POLL GUESTS ON COIN MACH. ISSUE

HALIFAX, N. S., Jan. 16.—Swellitz Brothers, lessees of Norman's Restaurant, one of the largest eateries in Halifax, are having it up to 100 customers whether to continue their policy of banning coin machines.

The restaurant was recently acquired by Lou Norman, and leased to the Swellitz Brothers. Each patron is given a "ballot on which he or she can express a choice as to whether he has should be continued.

The polling is expected to take several months but negotiations have already been started by coin machine distributors for contracts with the restaurant in the event machines are installed.

This is believed to be the first time the installation of coin machines has been submitted to a vote by customers.

LOCAL OPTION

Bell Routes Go Well In Maryland Counties

LA PLATA, Md., Jan. 16.—Charles County, a free subdivision in Maryland, is one area where bell operation is big business.

The area takes in the towns of Waldorf and La Plata and a good stretch of U. S. 301 on the west side of the Chesapeake Bay.

The bells were legalized by local option in 1949. They were multiplied until there are now about 100 machines in Charles County.

Anne Arundel, Talbot and Calvert are other counties where there are machines.

Cornier groceries, barbershops, gas stations, restaurants, drug stores, "package stores," novelty shops, cafes, county clubs and service groups display bells, and Charles County has taken on some of the aspects of a small size Las Vegas.

With a population of 23,000, Charles County doesn't have nearly as many people than Bell machines. A track yard, convened in 1943 to probe the almost open gambling

Federal Games Tax Declines

WASHINGTON, Jan. 16.—The federal tax on coin-operated amusement devices declined \$156,000 in November, up \$46,000 from the previous November, the Internal Revenue Service announced today.

The tax yield for the fiscal year since July 1, however, is a track yard, convened in 1943 to probe the almost open gambling

Revenue for the federal tax on coin-operated gaming devices in November totaled \$128,000, just about half of the yield for the same month a year ago, according to IRS' latest figures just out. The tax yield from this source for the fiscal year so far is \$7,663,000, down nearly 18 per cent from the same period a year ago. The fiscal year yield is \$4,895,000.

A slump is also shown in the yield from the federal tax on cigarettes, with the November yield totaling \$1,544,000, compared with \$1,214,644,000 the previous November. The yield from this tax for the fiscal year is \$654,107,000, down 3.3 per cent from the same period a year ago.

Correction

A. B. T. Manufacturing Corporation is located in Chicago, not in New York, as it appeared in the Billboard, January 16.

IN BUSINESS FOR HIMSELF

NEWARK, N. J., Jan. 16.—A 13-year-old boy dumb-founded Newark police when he showed them how to open a parking meter and remove the coin box in less than three minutes—with only a penny to do so.

The youth told officers he had opened about 90 meters in recent weeks and always taught his technique to four others.

Newark authorities asked the meter manufacturing company to work out a new design.

SUN NEVER SETS

Coin Routes Circle World; Exports Top \$10 Mil in '53

Continued from page 1

out from the States were a big factor in spreading the word on the wonders of the U. S. coin machine manufacturing industry. But they all agree that it took plenty of good old-fashioned sweat and elbow grease to keep building up new territories when old established coin areas were closed because of embargoes initiated by dollar shortages in scores of countries.

Now that the export trade is rolling at high gear, many of the pioneers in retrospect find that if there had not been so many bruising trade barriers

along the way the business never would have reached the heights it did in the last year. The \$10,677,847 sales volume was big business all in itself. However, when the breakdown showed games and vending shipments had increased tremendously in value to go along with the traditional leader, music machines, new dollar horizons were predicted in the immediate years and near future.

Game sales in 1953 reached the unprecedented dollar total of \$4,077,857, not only did this represent a more than 50 per

cent over the previous year but topped July sales for all previous years. In addition the \$1,057,310 checked up by the automatic merchandising and the export field also indicated the solidarity of the over-all market.

Meteor Export Trade Grows In 6 Months

NEW YORK, Jan. 16.—The Meteor Machine Corporation, which began selling kiddie rides on the export market only six months ago, now sends a sizable percentage of its output outside the U. S., according to Al Blendow, Meteor sales manager.

Blendow said that South America accounts for about 50 per cent of Meteor's export business, with Colombia and the Philippines the customer. He explained that the demand was great there, the currency restrictions few, and the duties comparatively low.

Blendow said that the coin machine industry is a virtual government monopoly, while in Brazil

MUCH AT STAKE

Oregon Trade Eyes Beverage Jamboree

PORTLAND, Ore., Jan. 16.—Game and music operators will have a lot at stake in the two-day jamboree of the Oregon Licensed Beverage Association opening at the Congress Hotel here Monday (23).

Chief interest lies in plans of the OLBA to combat a growing prohibition movement through the State which threatens to close outlets that afford coin operators the bulk of their locations.

Gene Rosman, of Portland, secretary-manager of OLBA, has called attention to two movements, which seek to close drink outlets via the ballot. One is a State-wide circulation of petitions aimed at putting the prohibition issue

on the ballot. The other is circulation of petitions that would be for local option.

Local-option petitions already are circulating in Yamhill, Washington and Benton counties, with activity promised in additional counties.

The coin-machine industry, with a vital stake in operation of taverns and lounges, is co-operating with the OLBA in seeking means of meeting this threat to its economic welfare.

Columnists thru the Coin Machine Men of Oregon and the Oregon Music Association, are expected to march in other phases of the jamboree program such as underwriting various prizes.

Calendar for Coinmen

January 27—Recorded Music Service Association, election meeting, Hotel Sherman, Chicago.

February 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

February 11—Surrell Coin Music Operators' Association, monthly meeting, Portage Hotel, Akron.

February 11—Music Operators of Northern Illinois, monthly meeting. Place to be announced.

March 8-10—Music Operators of America, annual convention, Palmer House, Chicago.

Cradick, Assn. Founder, Dies

LOS ANGELES, Jan. 16.—Charles W. Cradick, organizer and chief counsel for the old California Amusement Machine Operators' Association, died here Thursday (14) following a long illness. He was 57.

Cradick started CAMOA and worked in the interest of the amusement game operators until December 15, 1939. When voters at a special election banned the machines, he continued to represent the organization, gradually going into other practice.

Cradick studied law at the University of Kentucky and moved to this city in 1924. During his years in the legal profession he handled such business as Barbara Stanwyck and Jackie Coogan's mother. He was a past president and life member of the Eagles. A World War I veteran, he was a member of the American Legion as well as the Hollywood Elks Association.

He is survived by his widow, Elizabeth, and a brother, George.

Cradick studied law at the University of Kentucky and moved to this city in 1924. During his years in the legal profession he handled such business as Barbara Stanwyck and Jackie Coogan's mother. He was a past president and life member of the Eagles. A World War I veteran, he was a member of the American Legion as well as the Hollywood Elks Association.

He is survived by his widow, Elizabeth, and a brother, George.

Det. Shuffle Assn. Skeds Installation

DETROIT, Jan. 16.—The annual installation banquet of the Detroit Shuffleboard Association has been set for February 10 at the Westwood Inn in suburban Inkster.

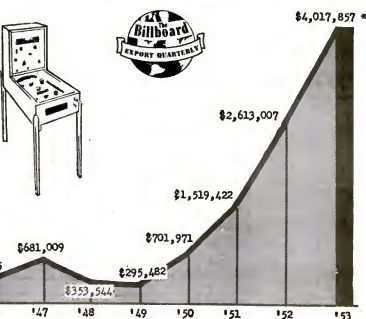
The new president, Marvin M. Burke, heads the list of officers to be inducted. Special guests include leading city and county officials. An entertainment program and dancing will follow the formal ceremonies.

Vandalize Coin Route

PHILADELPHIA, Jan. 16.—As the result of a series of acts of vandalism at the International Airport terminal building, Ouis B. Inwood, director of aviation, was studying a request for an increase in the guard staff.

In the first week of the new terminal building's operation, holes were drilled in the pinball machines so that the games could be played without coins. It was also reported that resistance vending machines had been damaged by marauders. The machines were out of operation for several days.

GAME EXPORT SALES SOAR



POLIO IS ON THE RUN!

PREVENTION WILL STOP THIS!

RESEARCH WILL WIN



AUTOMATIC MUSIC AND AMUSEMENT MACHINE INDUSTRY DIVISION
 1954 CAMPAIGN OF THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
 Sam O'Connell, President
 654 MADISON AVENUE • NEW YORK 17, N. Y.

Grand Chairman
 MORRIS C. FRIEDMAN, Pres.
 Manufacturers Trust Co.

Chairman
 SHERMAN KATZMAN, Pres.
 AFLO, Inc.

Co-Chairman
 PAUL SCHWARTZ
 RCA Radio, N. Y.

Secretary ALBERT W. BLOOMBERG
 Pittsburgh Industry

William D. LUTHERMAN
 Richard Publications

ALBERT S. BLOOMBERG
 Automatic Music Operation Assn.

GEORGE THOMAS, Exec. Director
 Automatic Amusement Machine
 Operators of N. Y., Inc.

MICHAEL FRIEDMAN
 Harry Rosen

JOHN W. YOUNG
 Young Distributors (Warrent)

WALTER S. SCHWARTZ
 Bureau Sales (AMS)

JOHN W. CHURCH
 Cash Box Publications

JOHN SCHWARTZ
 1000 W. 42nd St.
 New York 18, N. Y.

JOHN W. SCHWARTZ
 1000 W. 42nd St.
 New York 18, N. Y.

AUTOMATIC MERCHANDISING INDUSTRY DIVISION
 Sam O'Connell, President
 654 MADISON AVENUE • NEW YORK 17, N. Y.

MEMORANDUM
 January 1954

As Chairman of this year's polio campaign for the Automatic Merchandising Industry, I am calling upon you for your support in this tremendous job.

This summer the National Foundation for Infantile Paralysis plans to raise 2,000,000 children with a polio contract as polio. The National Foundation must spend \$10,000,000 in to underwrite these levels. In addition, some global which will be used to increase the force of polio in epidemic areas, that decrease polio incidence.

The scientists have done their work, but they need your help to complete the job. Your contribution and skills will be completely protected from polio.

Since the entire industry is working on this most worthy cause, you may receive this same request from one of the Co-Chairmen listed on the left. All that is required is one contribution. No matter what the amount, it will be greatly appreciated by all of us. All donations received will be credited to our industry-wide drive.

There is really a wonderful chance for the Automatic Merchandising Industry to do something really worthwhile for the youth of this country. Fill out the enclosed pledge blank and return it to me as soon as possible. Please make checks payable to "Polio Prevention".

Thank you in advance for your help.

Sincerely,
 Samuel Brasher, Chairman
 Automatic Merchandising Industry
 Automatic Music and
 Amusement Machine Industry

**Let Our Industries
 Give It The Gun!**

**Here is YOUR chance to HELP
 RESEARCH WIN!**

Everyone—Manufacturer, Distributor, Supplier, Operator and everyone everywhere affiliated with our great industries—should make it a matter of personal pride to fill out the attached form and

SEND IN A CONTRIBUTION NO MATTER HOW SMALL!

Please . . . DO IT NOW!

P.S.: In behalf of our wonderful team of co-chairmen I want to thank all who have already made their contributions to us.

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
 654 Madison Avenue, N. Y. 21, N. Y.

Date _____

I hereby contribute \$ _____ to help polio victims back to health faster and speed the medical research for a vaccine to prevent paralytic polio.

(PLEASE PRINT INFORMATION BELOW)

Firm
 Personal

Company _____ Title _____
 Name _____
 Address _____ Zone _____
 Borough _____ Industry or Profession _____
 Committeeman _____

Cash Enclosed

Check Enclosed

Pledge

Please make checks payable to "Polio" or National Foundation for Infantile Paralysis
 Contributions are tax deductible

CHECKS CAN BE MAILED TO 654 MADISON AVE., NEW YORK 21, N. Y.
 or to SAMUEL REISBERG, AFLO, INC., 250 WEST 53RD ST., NEW YORK 19, N. Y.

Comparative Game Exports (First Nine Months '52-'53)

	No.	Value	No.	Value
January	906	\$144,286	2,218	\$301,919
February	1,449	185,315	2,220	333,441
March	1,258	152,798	2,499	307,688
April	1,628	205,627	2,312	369,823
May	1,844	206,904	3,096	358,502
June	1,967	173,199	3,752	398,813
July	1,927	193,747	2,849	315,049
August	1,831	217,954	1,342	216,659
September	1,758	206,500	1,935	409,499
TOTALS	13,758	\$1,760,528	21,663	\$3,013,393

Coin Machine Exports January-September, 1953

	Phonographs	No.	Value	Vendors	Amusement Games	No.	Value	
January	913	€ 462,409	1,352	\$ 103,319	2,218	\$ 301,919	4,513	\$ 866,677
February	1,163	569,234	1,895	90,642	2,220	333,441	5,089	1,013,417
March	1,075	615,078	1,127	91,014	2,499	307,688	5,599	847,069
April	953	401,040	1,855	123,312	2,312	369,823	5,150	894,175
May	1,170	544,147	2,200	83,742	3,096	358,502	5,485	968,991
June	1,065	447,832	867	113,397	3,752	398,813	5,464	859,072
July	955	404,794	896	44,718	2,849	315,049	4,313	784,581
August	1,342	655,009	1,598	113,979	1,342	216,659	3,932	674,211
September	1,144	462,865	1,127	93,928	1,935	409,499	4,206	966,090
TOTALS	7,206	\$4,167,098	12,577	\$ 792,983	21,663	\$3,013,393	43,531	\$7,994,394

Meteor Export Trade Grows

Continued from page 61

The selling of coin equipment involves politics. In both these countries, as in Peru, dollar shortages are severe. Puerto Rico and Cuba are good customers.

Monies Named
Blendow said that Canadian sales are going strong and announced the appointment of Jean B. Monier as head of the Canada Meteor Corporation, a Meteor sales company. While Mexico has no currency

restrictions, nor is it necessary to delve into politics to get kiddie rides into the country, Blendow said that high duties hurt the sale of kiddie rides there.
Meteor does some European business, although currency restrictions exclude the United Kingdom as a market. Blendow said that Meteor is able to sell some machines in France, despite the embargo which went into effect at the first of the year.

Attention! Foreign Buyers! METEOR - THE PROFIT KING



A Real Western Pony Equipped with Genuine Top Grain Leather Western Saddle!

Smart Operators Buy Meteor Because They . . .

- Are of all steel construction
- Light in weight—easy to transport
- Have simple rugged mechanisms
- Have imaginative child play apparatus
- Carry a one-year unconditional guarantee
- Adaptable to any foreign coin and special electrical requirements!



METEOR MACHINE CORP.
75 West 45th Street, New York 36, N. Y.
Phone Circle 8-234-12

NEW LOW, LOW PRICE!



BERT LANE
MUSICAL MERRY-GO-ROUND
COIN BOX ON CENTER POST
no maddling sides out
new model . . .
same Bert Lane quality
NEW Fiberglass horse
NEW galloping horse
ABSOLUTELY noiseless
NEW self contained coasters
SAFE No overhang—no squeeze
SPECIAL re-stacking 12-coaster player
TOP RIDE—TOP demand everywhere
THE BERT LANE CO., Inc.
372 N.E. 61st St. MIAMI, FLORIDA PH 04-9425

OUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

COUNTER UNIT BOWS

Mel Binks Organizes New Game Manufacturing Firm

CHICAGO, Jan. 16.—For the first time in over five years a new major amusement manufacturing company has been organized in the coin machine industry. Mel Binks, 24 years in the trade, this week formed Binks Industries, Inc., with factory and general sales offices at 4356 North Pulaski Road here.
Production on the new firm's first game will start Wednesday (20). It will be a counter amusement game, called "Zipper" and will feature bingo-type scoring, plus high score and competitive play. Binks had the dice made several weeks ago, accounting for the quick production.
Zipper has coin chutes suitable for penny, nickel, dime and quarter play.
Binks Industries has long range plans to build amusement games for which Owner Binks is convinced there is a high demand. Some will be counter types,

others conventional size. Binks emphasized none will be in competition with other games now on the market.
Compact, Sturdy
Zipper is 17 inches high by 12 inches wide by 9 inches deep. The sturdy in construction, it has a shipping weight of approximately 30 pounds, which Binks stressed makes it a practical export game. He explained that most foreign locations, are cramped for space and light weight items have always been popular with overseas operators. He also pointed out they have to pay shipping charges and frequently pay duty on a weight as well as a value basis.
Binks had his own engineering firm prior to 1930. In that year, one of his accounts, the late Frank Meyer, owner and founder of Exhibit Supply, advised him that there was great potential in the coin machine industry for Binks' talents. Meyer suggested that he start by operating diggers, produced by Exhibit Supply. He later became associated with the company. From 1935 thru March, 1946, he was an engineer and de-

signer of equipment for J. H. Kenney & Company. Just before resigning to become president of Universal Industries, Binks completed designs for Kenney's electric cigarette vendor.
When United Manufacturing Company and Universal consolidated July 11, 1951, Binks became executive vice-president. He resigned that post in the middle of 1953 to start planning his own manufacturing firm.

BINKS NAMES 3 DISTRIBS

CHICAGO, Jan. 16.—The first three distributors appointed by Binks Industries were Advance Automatic Sales, San Francisco; Conat Sales, New York, and Double U Sales Corporation, Baltimore.
Automatic Sales is owned by Lou Wolcher; Conat's head is Nat Cohn and Harry Rosenberg is the owner of Double U.

British Firm Enters Kiddie Ride Business

LONDON, Jan. 16.—American-type kiddie rides, which have been gaining rapidly in popularity here, should make further progress in the United Kingdom with the recent announcement that Walter Streets & Company Ltd., Eastbourne, has entered the kiddie ride field with Star-Dust, a Western-type horse.

Streets started its promotion drive with a half-page ad in The World's Fair, British outdoor and amusement publication.

The ride operates for 16 seconds, taking a sixpenny piece (about 5 cents). The 54-inch long fiberglass horse operates on a three-foot by two-foot base; total weight is about 200 pounds.

Action Controlled
The ride starts slowly, with the rider controlling the action. A tug on the reins will produce a gallop. The Western saddle is optional.

The firm said it would produce a line of other animal rides, including smaller horses.

A stimulant to the British kiddie ride manufacturing business has been the difficulty encountered in importing American rides, and their cost when they can be imported. A company official said the head of the industry, they are gotten, cost about 600 pounds (nearly \$1,700) here. The scarcity of second-hand U. S. rides, which would go for a lesser figure, is another factor.

SILVERMAN AIDS MONTREAL ASSN.

MONTREAL, Jan. 18.—Joe Silverman, general manager of Amusement Machine Association of Philadelphia, said at the first meeting of an association of coin machine operators, here.

Silverman in an address told the local operators of the advice derived from association planning and emphasized the importance of a working public relations program.

NOW in the 4th YEAR

of Continuous Production!

Pat. Pending

Steadiest profit-maker in the industry!

EXHIBIT SUPPLY

4319-50 W. LAKE STREET
CHICAGO 24, ILLINOIS

EXPERIENCED COIN MACHINE SALESMEN

Leading manufacturer of Kiddie Rides has lucrative territories open, INCLUDING CANADA, for live wire, wide awake salesmen.

Our top men are now emerging well over

\$3000.00 MONTHLY!

Write fully outlining experience, giving references and enclose photos.

Our sales force knows of this ad.

BOX D3

c/o The Billboard, Cincinnati 22, O.

MUSIC MACHINES

Communications to 188 W. Randolph St., Chicago 1, Ill.

JANUARY 23, 1954

64

THE BILLBOARD

1953 Juke Exports Climb Toward \$5½ Million Mark

'52 Gains Equalled in 9 Months; Reports Indicate Bright 1954

By JIM WICKMAN

CHICAGO, Jan. 16.—Juke exports for 1953 are expected to climb over \$4½ million, according to reports from the Department of Commerce covering the first nine months of the year. Reports revealed exports for the first nine months of '53—\$4,197,000—almost equal to the final total of 1952, \$4,248,173.

Hrdlicka Named Service Mgr. At Wurlitzer

NORTH TOWANANDA, N. Y., Jan. 16.—Robert H. Bear, sales manager of the phonograph department of the Rudolph Wurlitzer Company, announced this week that J. F. (Joe) Hrdlicka had been named service manager

By projecting the Department of Commerce's figures, the total dollar volume for the year would be \$5,582,677. Percentage-wise, that represents a 22 per cent increase over the previous year.

Export History
The most eight-year history of the juke box export market (see graph on this page) has shown a steady increase in dollar volume, but for a lag following 1947.

Juke exports were running high until 1946 and 1947 as foreign markets quickly absorbed pre-war machines being replaced in the States by new models. In '48 the market fell far below the previous years. The sudden change was attributed to overseas embargo and general business lags. The last continued thru '49, picking up slightly at the close of the year.

In 1950, exports began to climb, and by the end of the year they reached nearly \$2,000,000. At the close of 1951, the industry began to see the possibilities of the export market surpassing the \$4 million mark of 1947.

In 1952, the \$4 million mark was topped by over \$250,000.

In 1953, the \$4 million mark was topped by over \$250,000.

In 1953, the \$4 million mark was topped by over \$250,000.

One noticeable change in the export markets has been the decline in volume each year, compared with the unit volume. In 1947, the average price of a machine leaving the country was \$321. The average price during the third quarter of '53 was \$269, or \$100 higher. This increase in price shows that more new machines are being shipped and if present foreign record activity continues, the number of new machines shipped next year will be even higher.

As in the past, a few countries import the bulk of exports. These are continually increasing their purchases but the order in which they appear on the list of top importers, varies little.

Columbia has moved on to the top spot for the third quarter of '53, with a dollar volume of \$277,883, and a unit volume of 550. Belgium was next with \$180,050 and 638 machines. While Belgium imported more machines than Colombia, the dollar volume was lower. Venezuela, Mexico and Canada all passed the \$100,000 mark and all three show signs of importing newer equipment. (See chart on this page for 3d quarter).

With more and more foreign distributors being appointed each year, the export market shows a healthy sign for continual growth.



AIDING THE MARCH OF DIMES deed, juke box operators of Northern Illinois are donating one day's play from each machine. The group includes (left to right) Roland Cope, Woodstock; Donald Palmer, Howard, chairman of the local polo fund committee; R. L. Lindelf, Skokie, president of the Music Operators of Northern Illinois, and Louis Casle, Rockford, president of the Illinois Amusement Association.

Calif. Music Guild Establishes Branch In Los Angeles Area

30 Operators Submit Applications; Union Tie-In Keys First Meeting

By SAM ABBOTT

LOS ANGELES, Jan. 16.—Establishment of a branch of the California Music Guild in Los Angeles County became a reality Tuesday night (12) when George Miller, its president, met with members of the Co-Operative Music Operators in Rodger Young Auditorium here. Miller had on

a previous occasion agreed to include the county if "20 or more" operators submitted applications. At the start, 22 had signed up with the list hitting 30 before the evening was over.

Walter Hemple, of the First National Music in San Fernando Valley, was elected temporary president; Ben Korte, vice-chairman; Mrs. Ernest Bryant, secretary, and C. A. Orland, treasurer.

A vote was taken to increase the number of temporary directors to seven rather than five. Those named included Al Hanlin, chairman; Pete Pellegrini, Larry Collins, Glenn Catlin, Fred Ross, Merle Holmes and George Nachtwitz. Alternate members of the board are Al Cohen, Joe Douch, E. J. (Red) Locke and Ned Wreck-off. Sam Hines was named secretary.

(Continued on page 61)

Music Guild of N. J. Skeds 17th Annual Meet January 28

NEWARK, N. J., Jan. 16.—The 17th annual meeting and dinner of the Music Guild of New Jersey has been set for Thursday, January 28, at the Hotel Essex House here. The meeting will begin at 8 p.m. and will be devoted to the election of officers.

At a board of directors meeting, January 7, a nominating committee was appointed. Those named on the group were Robert Harvey, chairman, C. L. Harvey & Company; John Minero, G. M. Vending Company; Harry Knowler, Velly Amusement Company; Carl Froese, Garden State Amusement Company; William A. Brower, John Dimanno,

Acme Music Company; Harry Aces, Automatic Phonograph Service; Ray Kitzler, Independent Amusement Company; Joe Lubin, Atlas Vending Company; Jack Kronberg, ACD Distributors, Inc.; and Ernest Krauter, Acme Vending Company.

At the directors meeting, it was pointed out by Sam Waldor, president of the guild, that the nominating committee was to act as a guide for the election and also as a restrictive body. Members were told that all nominations from the floor would be accepted.

A final meeting of the 1953 officers will be held January 23.

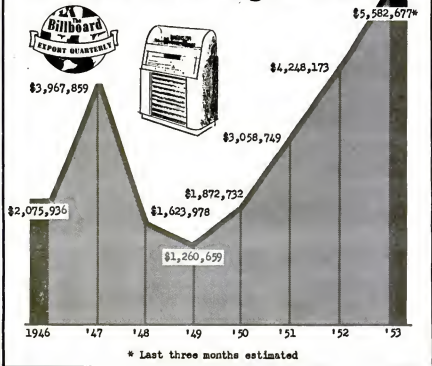
General Sales Appointed AMI 3-State Distrib

BALTIMORE, Jan. 16.—The appointment of General Music Sales Company, Inc., as AMI distributors in Maryland, the District of Columbia, Delaware, and northern counties of West Virginia, was announced this week by Jack Milnick, eastern regional manager of AMI.

General Sales entered the coin machine business in 1925 and since then has been a distributor for many leading coin machines.

(Continued on page 66)

JUKE EXPORTS - Big Business



Denver Distrib Adds Personnel

DENVER, Jan. 16.—In an effort to provide better, more rapid service to juke box operators, the Draco Sales Company, Wurlitzer Distributors here, has increased the personnel in its service department, reports Mike Savio, head of the firm.

Newly listed among the service department roster in Wait Hotel, mechanic with many years of experience as both operator and repairman.

A second addition is W. L. Finkston, likewise a veteran operator.

A third asset to the firm is John Shinsier, currently apprenticing in the repair shop.

"Service is the password" says Savio, who feels that altho the juke box business is presently doing alright, operating costs are

(Continued on page 66)

PLAY JUKE FOR 3 YEARS, JUDGE RULES

NEWARK, N. J., Jan. 16.—A 19-year-old Montclair, N. J., youth who this week was convicted of stealing \$12,000 from a juke box at the Edgemont Recreation Center, won't forget the theft for a long time. County Judge Joseph E. Conlon here ordered him to get a job and pay his penalty at the rate of 25 cents a week. It will take him three years

YOUNG IDEAS

Quick Record Service Aids Colorado Op

DENVER, Jan. 16.—The most effective means by which a juke box operator can obtain prominent drugstore locations is to promise swift and frequent record changes, according to Ted Averitt, operator of the Modern Music Company here.

Being an operator with "young ideas" Averitt has concentrated on drugstore locations, usually near

(Continued on page 66)

Trans-World Ups Exports 30% in 1953

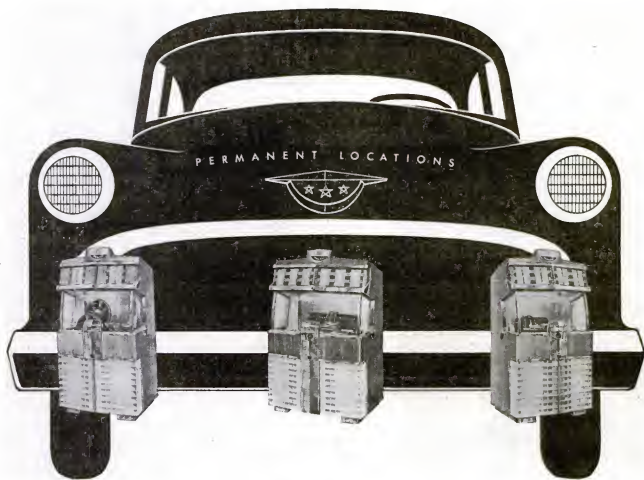
CHICAGO, Jan. 16.—Joe Calderon, president of the Trans-World Trading Corporation, announced Friday (15) that his firm had increased its 1953 juke box exports 30 per cent, compared with 1952.

Calderon, who specializes in coin machine exports, said that the market in Spain, an American had

(Continued on page 66)

Leading Markets Third Quarter 1953

	No.	Value
Columbia	550	\$222,805
Belgium	398	169,050
Venezuela	363	165,215
Mexico	385	143,916
C. nada	305	134,296
France	183	80,653
Netherlands	163	68,497
Peru	83	47,552
Other	474	249,987
TOTALS	3,041	\$1,250,288



BUMPER GUARDS

AMI *Incorporated*

GENERAL OFFICES AND FACTORY, 1509 UNION AVENUE, S. E., GRAND RAPIDS 3, MICH

Music Route Management

Julie Box Merchandising

By JIM WICKMAN

"Attractive window displays draw people into businesses of all kinds throughout the country, so why not in the juke box business?" asks Paul Brown, head of Western Automatic Music, Chicago.

Brown feels that a lot of business is missed when an operator overlooks the average person on the street.

"The re-sale value of a machine is considerably higher than the trade-in," he, especially when the machine is cleaned up and refitted for home use," Brown explains.

Following this theory, Brown has arranged his shop front to look like any one of a thousand attractive windows displaying merchandise. Customers that inquired about machines for home entertainment and rentals made Brown sure that his idea was sound in both theory and practice. Western Automatic Music occupies two adjoining buildings with large plate glass windows. For the pedestrians and automobile drivers passing by, there is a little over 50 feet of clear viewing.

In all the showrooms there are usually from eight to 10 juke boxes on display—a few new machines to arouse interest of prospective location owners, a few 40 or 50-selection machines for rentals, and a few older models for home use.

Uses Ad Signs

On the front windows are signs advertising the juke boxes for sale and rental. The only other advertising done by the firm is in the Chicago classified telephone directory, in which the company offers all types of machines. Brown, however, thinks that one of his best ads comes from satisfied customers.

"One of the biggest headaches that could come from the sale of a machine for home use, is a one of service," Brown said. Keeping that in mind, Brown set up an efficient overhauling technique. A machine that is sold by Western Automatic for home use receives the same careful checkup that a rental receives before it goes out on location. Back in the service department, Western Automatic has a steam cleaning unit, which is for hand washing and lamps for quick drying. The juke box

is stripped of all its working parts and then L-shaped cabinet and the mechanism undergo a complete overhaul.

Every customer that buys a machine from Western Automatic receives a three-month guarantee. Brown said that this goes a long way in making satisfied customers. "And the guarantee adds no extra responsibility because we would be obliged to fix the machine in any case," Brown explained.

Title Strips, Records

A machine sold for home use goes out of Western Automatic with a complete set of title strips and a complete set of records, just as if it were going out on a location. The records are pre-selected by the customer and Brown guarantees 80 per cent of the requests. "After a customer has purchased a machine, there is a good chance that you will see him again in a few years, knocking at your door for a newer model," Brown advised.

Having built one of the largest rental and home sale businesses in Chicago, Brown warns operators about accepting business without a firm down payment. "I have too many people to call for a rental, then after setting up the unit, call another operator and set up the same deal as a form of insurance for themselves," explains Brown.

Western Automatic charges anywhere from \$25 to \$50 for a one-day rental, depending on the type of equipment. The normal down payment is \$5 on a rental and \$25 on a sale.

On both home sales and rentals, the firm removes the coin mechanisms and installs an attractive chrome-plated strip to cover the coin chutes. These strips are made up in advance and are designed differently for each machine.

Plans Record Counter

Because of the attractive window displays, Brown is planning a record rental counter to be operated in the store. "People are always stopping in and asking us if we have records for sale and so we're going to accommodate them," states Brown, who feels that this will add another eye-catcher to his spot.

The average rentals at Western Automatic are for halls on either

Meet Paul Brown

When you first meet and talk to Paul Brown, head of Western Automatic Music, Chicago, it only takes a few seconds before you realize that he knows the coin machine business inside and out. Paul's 21 years of active participation with Western Automatic, but the bulk of it comes

from the plunge, purchasing six machines "back in the field," it didn't take Paul long to dispense with his other coin operations and concentrate solely on music.

Paul formed a partnership with Frank Butler, and together they worked their route with their homes as offices. The partnership was named B & B Music. Later, when Frank Butler left the route and changed the name to Western Automatic Music.

250 Locations

Western Automatic Music now boasts of two adjoining buildings, 10 employees, about 250 locations and one of the most attractive juke box window displays in the business. Today, with the aid of Bill Wirtz, manager of the firm, Paul has a business that runs as smoothly as a Swiss movement.

Being an outdoor enthusiast, Paul takes his wife, who helps him at the office, and five children to the beach every year. "Nothing like a little swimming and sun to relax a man," he says. While Paul's up in Canada it's NYLON club to keep things purring.

"Keeping customers happy and making them feel that your association's activities are two of the best methods for amending the business," says Paul. "It's a feeling that I can think of," says Paul, who is a member of the Recorded Music Service Association and the Music Operators of North-ern Illinois.

PAUL BROWN

from the way he overcomes barriers and gets right down to the business at hand. Paul got the idea of entering the coin machine business while working for a record distributor and salesman. He figured that the coin industry was a comer and so with a few coin-operated games he began business in 1932. After handling a few years, knocking at your door for a newer model, he took

the first or second floors, 12-15 stories are made to levels down than the second floor up an added charge is "tacked on" to allow three more for the job. Most home sales are delivered to basements.

Name Hrdlicka

Continued from page 64

joined the phonograph department at North Tonawanda a few years later, and acted as field service manager for different units. During the war he took over the duties of a special representative on war contracts with Eastern manufacturers. In 1943 he became service manager for the Philadelphia distributor, where he remained for five years prior to his recall by Hrdlicka, as head of the service department, will be responsible for the over-all service policy and will work with all distributors. The activities of field service engineers will also come under his supervision.

General Sales

Continued from page 64

lines. The firm's headquarters are at 545 West Biddle Street in a modern building, constructed for the coin-operated business.

Officers of the firm, who also head General Vending Sales Co., are: president, George Goldman, vice-president and secretary, and Harry Hoffman, vice-president and treasurer. The service department is headed by Herbert A. Golembick, assisted by John Carter, Isidor Milner and Frank Day.

All three Model E juke boxes, the 40, 80 and 120-selections, are now on display as well as auxiliary equipment.

Denver Distrib

Continued from page 64

mounting and before long it will take a machine that needs little service before a truck can be made.

"With this addition in personnel, we have made it possible for operators running into repair problems, to call us and be sure that one of our servicemen will be out to help him in quick order. We feel that reliable service also pleases the location owner, which will go a long way toward increasing the spread between profit and operating cost."

Young Ideas

Continued from page 64

high schools, where there is a heavy traffic of music-loving teenagers.

"In many instances, the drugstore owner has never before permitted a juke box on the premises, feeling that this would keep customers in the store, result in overcrowding, and annoy other patrons." Averitt.

A general decline in sales throughout the Colorado retail drug store, however, has aided Averitt in overcoming such resistance—particularly when he points out the profit possible from a juke box during "coffee breaks," the noon-hour lull between lunch and supper.

"Late after noon hours are particularly important," Averitt said, "because the juke will draw many youngsters into the store during this normally dull period of the day."

A typical Averitt location is the Meyer's drugstore on East 10th Avenue, close to Englewood High School. Here, the location owner was pleased with the traffic that "welcomed by the juke box" that he cleared out of the store between the soda fountain and merchandise departments to permit larger groups of youngsters to congregate. Here, the phonograph is played almost most of the day, Averitt has co-operated in changing records at an average of once every three days.

Trans-Wood

Continued from page 64

grows considerably during the past year and that if present activity continued, 1954 would be still better.

Another boost for his firm will be the introduction of the new Model E juke box, scheduled to be finished in time for the Music Operators of America convention in Calderon.

One of the aims in the export market that "can't be overlooked, according to Calderon, is the increasing number of transients that are being shipped.

"We sold approximately 50 per cent more 45's this past year than in '52," he said.



PAUL BROWN, head of Western Automatic Music, Chicago, has had chrome plated panels made to replace the coin chutes on older phonographs used for rentals and those sold for home entertainment. Brown and Bill Nyland, manager, are shown with a converted machine.



Why LOCATIONS Prefer EVANS' PHONOGRAPHS

From the very first days of operation Evans' Phonographs inspire location confidence. The reason may be stated in one word — **DEPENDABILITY!** Evans' Phonographs keep patrons pleased and playing, thanks to trouble-free mechanisms and rich, true-to-life tone reproduction. In Evans' locations there are no noisy emergency service calls to disrupt normal business routine. And as days grow into months, Evans reliable Quality is emphasized again and again, in consistently satisfying revenue for both locations and operators.

ON DISPLAY AT YOUR EVANS DISTRIBUTORS

100-SELECTION CENTURY

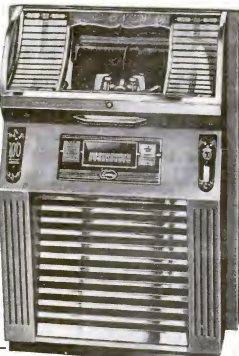
50 RECORDS 45 RPM

and

46-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.



H. C. EVANS & CO.,
1556 W. Carroll Avenue Chicago 7, Illinois

STANDS OUT

LIKE A BEACON

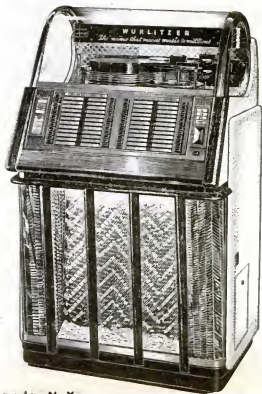
Brilliant appearance...dozzling in performance...brightest of all in earning power... Wurlitzer's low-cost Models 1650 for straight 45 RPM play and 1600 for 78 RPM records have established all time high profit totals in limited space locations.

See Your Wurlitzer Distributor

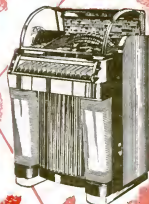
Wurlitzer

1650 48-SELECTION
STRAIGHT 45 RPM PLAY

1600 48-SELECTION
45 OR 78 RPM PLAY



WIDE
RANGE
FIDELITY



MODEL 1438

SOUND—that
"gives out" all that the
record has got!

ROCK-OLA
Comet 120 Selections



MODEL 1546
Chrome Cover Wall Box
with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
900 North Kodzie Avenue Chicago 21, Illinois

*"The original phonograph
with 120 selections"*

VENDING MACHINES

70

THE BILLBOARD

Communication to 188 W. Randolph St., Chicago 1, Ill.

JANUARY 23, 1954

Vender Exports Show Steady \$ Gains; See 1953 Record

Unit Drop Indicates Larger Models Sold; More Markets in 3d Quarter

By FRED AMANN
CHICAGO, Jan. 16.—Vending machine exports continued to climb in dollar volume, but they showed a marked decline in units during the first three quarters of 1953. The trend indicates that foreign markets are demanding the more e-erensive types of U. S.-made automatic merchandising equipment, especially elec-

trically operated models, and along together stepping up the variety and selectivity of their purchases. Third-quarter statistics released by the U. S. Department of Commerce this week revealed that 3,221 vending units, valued at \$118,517, were exported during the July-September period last year. This adds up to 12,577 units at \$791,583 exported in the first nine months of 1953, compared with 12,423 exported in the first nine months of 1952, valued at \$619,597, for the like period in 1952.

Thus, the three 1953 quarters accounted for a \$172,986 gain in dollar volume while sustaining over a 50 per cent drop in units for a 15,649 loss. Much of this drop, however, can be traced to the decline of bulk vendor shipments to Canada, still the leading

importer of American vending equipment, which a year earlier had absorbed record quantities of such machines.

See '53 Record
The high dollar volume of exported equipment, expected to continue during the fourth 1953 quarter, probably will set a new record for the year. The first nine months saw \$603,466 worth of vendors exported, compared with

(Continued on page 72)

Brand Output Table

Following is a table comparing cigarette output by brands in 1953 and 1952 (output in billions):

Brand	Manufacturer	1953	1952	% Ch.
Camel	American	107.1	111.1	-3.6
Lucky Strike	American	72.8	76.1	-4.5
Cherfield	Liget & Myers	57.3	63.8	-10.2
Old Gold (K)	American	47.1	47.7	-1.3
Philip Morris	Philip Morris	39.1	40.4	-3.0
Old Gold (R)	Continued P. Lottman	29.3	31.0	-5.5
Cherfield (K)	Liget & Myers	24.0	25.5	-6.3
Foretime (K)	American	14	15.1	-9.3
Red Seal	Brown & Williamson	11.5	11.5	0
Yukon	American	11.0	11.0	0
King	Brown & Williamson	6.0	6.0	0
Five Star	Brown & Williamson	6.0	6.0	0
Old Gold (K)	Continued P. Lottman	4.0	4.0	0
Camel (K)	American	3.8	3.8	0
King (P)	Brown & Williamson	2.8	2.8	0
Palms (K)	Liget & Myers	2.5	2.5	0
Four Queens	Brown & Williamson	2.3	2.3	0
Dominos & Yehudah	Larsen	2.0	2.0	0
Yukon	Brown & Williamson	1.8	1.8	0
Danish (K)	Liget & Myers	1.0	1.0	0
Lark	Philip Morris	1.0	1.0	0

(K)—King size (P)—Filter tip.

Settle Chi Air Insurance Vender Dispute

Two Policy Firms To Move Machines In By February 1

CHICAGO, Jan. 16.—A dispute between the City of Chicago and airlines operating at Midway Airport, involving commitments to the city on air travel insurance vender sales, was settled yesterday. The Trip Policy Insurance and the Airport Sales Corporation will each operate air insurance vendors in the airport waiting rooms—leased by the airlines from the city—beginning February 1.

The firms will each pay the city 13 per cent of the gross sales of \$32,000 a year, whichever is greater plus a \$32,500 bonus.

The dispute came to a head (Continued on page 72)

TIP FOR CANDY OPS?

Separate Dime Display Aids Over-All Bar Sales

NEW YORK, Jan. 16.—If vending sale patterns on candy follow those of retail outlets, candy operators can achieve higher vending dime bars on public locations by keeping them in different vendors and displaying separately from nickel candy.

Factors influencing the sale of dime bars in 178 retail outlets were studied by the Wholesale Confectionery Industry Foundation, and the following conclusions were reached:

1. When dime candy bars are segregated and displayed separately, the sale of these bars increases.
2. Volume in nickel bars will decrease slightly, but over-all sales will be up.
3. The total number of bars will remain practically constant, indicating that customers will trade up to dime bars.

Of particular interest to operators are the results on:

Victor Readies 1-5c Combo Unit

CHICAGO, Jan. 16.—Victor Vending Corporation announced this week that after over two years of development, production on a new combination penny-nickel bulk vendor is well under way. The unit, Model M16-February, will trade up in HMS, will be packed four to a case as are other Victor machines; in lots of less than 100, price will be \$16.95 each f.o.b., and \$16.50 on orders of over 100.

Harold M. Schaefer, president, stated that "highly flexible change-over" features in this model means that it will offer multiple-product operation with change-over, said Schaefer, can be made in seconds. He did not announce construction or functional details.

Nat'l Phoenix, Croft Co. In Merger Plans

NEW YORK, Jan. 16.—Plans for a merger of National Phoenix Industries, Inc., owner of the canned carbonated beverage firm of Cantrell & Cochrane, and the Croft Company of Boston, were announced this week by Walter S. Mac, National Phoenix president, and Winslow Sears, Croft president.

C & C introduced soft drinks 11 cans nearly a year ago and is currently marketing the line on (Continued on page 72)

Vendall Keys Op Growth to Lunch-O-Mats

NEW YORK, Jan. 16.—Vendall, Inc., the operating firm which purchased Lunch-O-Mat route (The Billboard, January 16) announced plans this week to expand its operation of multi-selection vendors in public and industrial locations in the metropolitan New York area.

The equipment to be used for the expansion, the Lunch-O-Mat, is a vendor that has not, to date (Continued on page 72)

Cole Premieres 6-Flavor Mach.

CHICAGO, Jan. 15.—The first showing of Cole Products Corporation's new six-selection op vendor, ColaSpa "6," was made Saturday (16) at company headquarters here.

The new model (The Billboard, January 16) features selections of both carbonated and non-carbonated beverages. The 1,200-capacity machine lists at \$1,444.

Addition of the six-flavor unit brings Cole's beverage vendor line to five models. The "one has three, five, a coffee-selection cold drink units and a gift vendor.

1ST DROP IN 21 YEARS Cig Consumption Down 2% in '53; Wootten

NEW YORK, Jan. 16.—Cigarette consumption in the U. S. during 1953 dropped 2 per cent, in its first decline in 21 years, Harry M. Wootten, consultant to the tobacco industry, reported in an annual survey for Printer's Ink this week.

Last week, New York State Department of Taxation and Finance announced cigarette sales in the State had dropped 1.21 per cent during the eight months ended "October 30, 1953, reversing trend that saw consumption double between 1949 and 1953 (The Billboard, January 16).

Wootten said estimated total U. S. consumption last year was 398 billion cigarettes, 61 billion below the 1952 record of 394.1 billion.

R. J. Reynolds' Camel, a regular size brand, remained top brand in sales. But that was a

drop of 5.2 per cent from sales in 1952. However, he said, in percentage sales were up in 1953 last year for the second largest increase checked up on. Wootten's P. I. Ink's survey tip Kent showed the highest 500 per cent jump.

Over-all sales of king brands in the U. S. declined in 1953, thus keeping total at tobacco consumption (see Billboard, Jan. 16), which is in line with that of 1952, Wootten put out.

Export sales of U. S. cigarettes dropped approximately 5.4 per cent in 1953, according to the U. S. Census Bureau, which also reported domestic consumption 10.4 per cent lower in 1953 than in 1952.

CANADA HANDS DOWN Venezuela, Belgium Next Biggest Markets

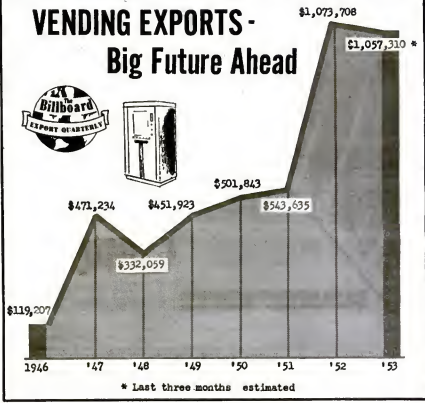
CHICAGO, Jan. 16.—Canada continued its uncontested place as the No. 1 importer of U. S. vending equipment the first three quarters of 1953, as it has for each of the full postwar years since 1946.

January thru September, 1953, the U. S. import total for vending machines at \$755,094 for the 1952 period. The decline appears to revolve around a drop in vendor demand, which boomed a year earlier.

Venezuela is in this quarter's market for U. S. equipment for the first time. It shows a minor importance because small dollar volume represents they do indicate that the market is continuing to open.

The four countries, and imports, are: Bahamas, \$12,500; \$4,130; United Kingdom, \$3,500; Netherlands, \$3,000; \$2,500, and Belgium, \$2,500.

Eras W. Gleason, president of the Sugar Association, Inc., (Continued on page 72)



Detroit Club Licenses Appeal For Sponsored Route License

Fraternity Groups Mull Vendor Use For Charity; Eye Self-Operation

B. H. REVES
DETROIT, Jan. 16.—Stymied under present interpretation of city ordinances (The Billboard, January 16), Detroit fraternal organizations were still undecided this week as to what course they would take in the sponsorship of vending machines for charitable objectives.

An appeal from an earlier refusal for a license was heard Friday (8) by the Charitable Solicitations Authority Committee of the city. The appeal was presented by the Downtown Lions Club, and resulted in a fresh re-look at the problem of machine placement. Observers from the Kiwanis and the Detroit Optimist Club, which have also been active in placement of vending units, were present.

The city's position is based on an ordinance passed in 1944, requiring a formal approval before vending machines are sold or placed in public areas. A public appeal for funds for charity, essential test is the requirement that 70 per cent of the net proceeds must go to the charity, and it was the committee's decision in the original application not to appeal, that the vending machine plans do not meet this condition.

The committee is a five-man organization of city officials and consists of the city clerk, corporation counsel, the head of the

Board of Health, the head of the Welfare Department, and the police commissioner.

Self-Operation

A spokesman for the Special Investigation Bureau made it clear that he thought it highly likely that anyone concerned was "tying" either the sponsoring organization or the public, but that it was strictly a matter of compliance with the terms of the ordinance.

Under the general method of operation, the distributor or manufacturer, out-State companies in all cases involved, concludes a deal with local sponsors, who also secures sponsors for the charity aspect. In these cases, the sponsoring organization goes out and secures the locations, typically in restaurants, factories and taverns.

Weldon O. Yeager, chairman of the vending committee for the Optimists, stated that the club contributes no capital, but does secure an average operator might not otherwise be to secure individually, and that the operators are "not to be top-drawer locations."

Sponsor Plan

The standard arrangement is that the location furnishes the space free, so that the operators' net profit is based on the location, goes to the club. In turn, the club reimburses the location operator for the cost of electricity if any is required for operation of the machine.

The actual operators are thus working a typical route, much like an individual operator. The Special Investigation Bureau appeared satisfied with this part of the problem, and it was indicated that no effort was made to determine the actual ownership of machines by operators.

It was stated that in no instance did the actual operators of the sponsoring groups appear to be owners of machines, and that the actual operators were typical people of good character including a retired city fireman, a man formerly in the furniture business, and a school teacher and his wife.

It is pointed out that the situation is not a new one in Detroit. The use of penny vending machines for charity has been sponsored for a long time by the local Kiwanis Club whose operations later took 17 years ago. For the past year, the Lions have also been operating a number of penny machines, including rum and candy vendors.

The situation came to public attention apparently as the result of the entry of the Trade and Trading Company of Chicago into the picture with a plan for more penny machines (under the name "vend") with which they approached the Optimists. At this point, someone thought it proper to apply for a license, and the matter was placed officially on the records.

Applications were originally submitted to the Optimists by the Lions, and both were turned down October 27, last year. Part of the difficulty apparently to stem through details required on the application form. According to Yeager, the matter was tried to be cooperative, but was unable to certify to some figures, such as how much apparent expense it would make next year, and expense figures were not readily available.

The matter was then referred to the committee, which were accordingly filled in "unknown."

Committee Decision

"The 10 per cent commission to clubs, which is average in this area, goes to the sponsor group," said C. J. Avery, manager of the Detroit-based Special Investigation Bureau.

"They put stickers on the vending machine, saying it is a sponsored machine, and the public is more likely to patronize. Actually, only a small amount—10 or 15 per cent in different cases—goes to charity."

Following the first turn-down, the Optimist decided not to try an appeal. Instead, three Yeager, then appealed the decision to the Council for a hearing on whether the ordinance applied to this type of case.

It was the general position of the service clubs that the Detroit ordinance was drafted to apply to the general charity drive, in which the committee might incur an unreasonably large percentage of the total donations. They felt it should not apply to a sponsorship

like these, where a percentage of the net profit of a valid merchandise sale was turned over to charity.

Optimists' Appeal

The Optimists' plan for a hearing was turned over by the City Council to a representative of the corporation counsel—one of the same men who sat on the CSAC, and who indicated that it would back the earlier decision of the CSAC.

At this point the Optimists officially dropped their attempts to secure authorization. The Lions, however, wanted the matter to the appeal stage, which they lost last Friday.

Continues Plan

Arthur Mansell, secretary of the Downtown Lions Club, said that the organization would probably continue its sponsorship, but would remove the club's name from the machines.

"The council claims there is an appeal to charity—we don't think so," Mansell said. "The customer gets a penny's worth of merchandise for a penny. I don't see that there is any charity in that."

On the question of percentage, he said: "We figure we get practically all the profit, while the operator takes out his cost of servicing, time, and depreciation."

The Lions are also considering

another application or appeal, but no final decision on course of action has been made.

Club May Operate

Exact figures on the present size of the Lions' operation are not available, but Mansell said that the total operation for the future maximum was 700 machines.

The Optimists, who now have about 75 of the 5 and 10-cent machines out, indicated they may decide to go ahead with operation without any sign identifying the club if the operators wish, or may, like the Lions, decide to buy and operate their own machines.

The applicants were told at the appeal hearing that they could use their names off the machines and re-apply for a license to determine whether this would be in violation of the ordinance.

"It is still a charity appeal if the club goes to the location to own and asks for space as a contribution to charity," Avery of the council contended. "Who does this constitute a public solicitation?"

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHALK VENDTORS

ORDER TODAY

VEEDCO SALES CO.

1124 Market St. Philadelphia 13, Pa. Phone: LQcut 7-1446

PENNY-NICKEL COMBINATION

Model H M 5 by VICTOR

5 Vendors in One Production Feb. 18 Introducing

See Your Nearest VICTOR Distributor

CIGARETTE MACHINES

All machines vend King Size Standard brands in all columns—Including mints. Can be set for either 25c or 20c operation; 15, 50, 100, 150 or 200 cigarettes (30c vending).

UNEDA CIGARETTE VENDORS		
Model A	24 cigs.	100 per day
Model B	24 cigs.	140 per day
Model C	24 cigs.	180 per day
Model D	24 cigs.	220 per day
Model E	24 cigs.	250 per day

BOWE CIGARETTE VENDORS		
Model A	24 cigs.	100 per day
Model B	24 cigs.	140 per day
Model C	24 cigs.	180 per day
Model D	24 cigs.	220 per day
Model E	24 cigs.	250 per day

LIONEL CIGARETTE VENDORS		
Model A	24 cigs.	100 per day
Model B	24 cigs.	140 per day
Model C	24 cigs.	180 per day
Model D	24 cigs.	220 per day
Model E	24 cigs.	250 per day

SODA AND COFFEE MACHINES		
Model A	24 cigs.	100 per day
Model B	24 cigs.	140 per day
Model C	24 cigs.	180 per day
Model D	24 cigs.	220 per day
Model E	24 cigs.	250 per day

GRASS ROOTS

Moffett Sees Local Vending Growth

SAN ANTONIO, Jan. 16.—A big growth of local vending associations to supplement State and regional groups and the National Automatic Merchandising Association was predicted this week by Leo Moffett, president of the San Antonio Vending Machine Operators' Association, the city's first automatic merchandising organization (The Billboard, January 2).

Moffett said the "grass roots" associations have "the personal touch" lacking in larger area groups. "We all have the tendency to believe at our individual problems are different from the operator's problems in another city or State, and we believe that the solution is a local group which is familiar with the local situation."

PENNY-NICKEL COMBINATION

Model H M 5 by VICTOR

5 Vendors in One Production Feb. 18 Introducing

See Your Nearest VICTOR Distributor

SAVE MORE MONEY—MAKE MORE MONEY—

Subscribe to The Billboard TODAY!

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW & RECONTRACTED LINE AVAILABLE

230 Marsteller Street, Brooklyn 6, N. Y. • Midgram 3-6295

Acorn

From Little ACORNS mighty INCOMES grow!

Club-Built for PROFITS!

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk diets
- Patented, easy-to-load merchandise display
- Tamperproof! Held by top lock, bullet proof
- Guaranteed mechanically—weight test

NEW! **SILVER STREAK**

BRUSH HOUSING & BALL GUM WHITEL

MAK MANUFACTURING CO., INC.

11411 Knightbridge Ave., Culver City, Calif.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity for the latest prices on new and used vending equipment for every bit of significant profit in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today. Saves you more than 20% on newstand price.

Name _____ 762

Address _____

City _____ Zone _____ State _____

Occupation _____

VICTOR'S TOPPER

VICTOR'S HALF CABINET

\$12.00
\$13.50
\$12.50
\$14.25

LESS THAN 100 MACHINES
FOR THE PRICE OF ONE

PARKWAY MACHINE CORPORATION

1200 E. 10th Ave., Canton, O. 44705

PENNY-NICKEL COMBINATION

Model H M 5 by VICTOR

5 Vendors in One Production Feb. 18 Introducing

See Your Nearest VICTOR Distributor

HELP YOURSELF TO MORE ENDING PROFITS

Get VENDOR every Month

There's always something new

Get VENDOR every Month

There's always something new

Get VENDOR every Month

There's always something new

Get VENDOR every Month

There's always something new

SEND ME UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 762
10 Patterson St., Cincinnati 22, Ohio

Yes, I want your subscription to VENDOR because I can make more money for every bit of significant profit in my industry.

Name _____

Address _____

City _____ Zone _____ State _____

Occupation _____

PENNY-NICKEL COMBINATION

Model H.M.S. by VICTOR

Manages 10 Cans
Features 10 Cans
See Your Nearest VICTOR Distributor



We Have Newer CHARMS!

- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES

send \$35¢

Complete Sample Kit
with 100 Cans - 50¢ per can
Light with 100 Cans - 50¢ per can
Send 100 Cans - 50¢ per can
IMMEDIATE DELIVERY

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

PENNY-NICKEL COMBINATION

Model H.M.S. by VICTOR

Manages 10 Cans
Features 10 Cans
See Your Nearest VICTOR Distributor



ADVERTISERS

know exactly what **THE BILLBOARD** delivers because **The Billboard** is a member of the **Audite Bureau of Circulations.**



you never had it so good!

ATLAS MASTER

penny nickel

PROFIT MAKER

The Modern Ball Game and
Charm Vendor for Biggest Profits—
more nickel sales!
faster turnover!

THE BIG LITTLE Money Maker

Be first with the best in your territory!

ATLAS MFG. & SALES CORP. Phone: Orchard 1-3725
Manufacturers of Coin-Operated Vending Machines Since 1925 2225-2226th Street

Get Full Particulars! Write, Wire or Phone TODAY!

Vender Export Table

First Quarter

1953		1952		1951	
Month	Value	Month	Value	Month	Value
January	2,952	January	4,045	January	4,020
February	1,865	February	1,056	February	498
March	2,157	March	936	March	1,756
TOTALS	5,204	TOTALS	3,042	TOTALS	2,674

Second Quarter

1953		1952		1951	
Month	Value	Month	Value	Month	Value
April	1,685	April	4,103	April	1,035
May	1,200	May	1,821	May	584
June	607	June	759	June	2,569
TOTALS	3,752	TOTALS	9,756	TOTALS	3,169

Third Quarter

1953		1952		1951	
Month	Value	Month	Value	Month	Value
July	896	July	4,618	July	893
August	1,252	August	4,745	August	376
September	1,217	September	4,285	September	565
TOTALS	3,367	TOTALS	15,826	TOTALS	1,726

Three-Quarter Year Totals

Year	Total Value
1953	12,577 \$791,983
1952	28,426 \$619,597
1951	6,769 \$452,062

Full Year Totals

Year	Total Value
1953	38,350 \$1,073,708
1952	7,753 \$543,635

ICE SERVICE

Miami Scene Of Growth in Vender Usage

MIAMI, Jan. 18.—Two principal ice vending companies here are establishing vending outlets at a rapid rate.

City Products Corporation maintains in Dade and Broward counties, 199 vendors and plans to install five more in a few weeks. The vendors dispense ice with residents and visitors bound for beaches and picnic grounds. Royal Palm Ice has 11 vendors on location throughout Greater Miami. Two strong selling points are featured by the companies in newspaper and radio advertising.

Stempfel Chairman Of '54 NCA Meet

CHICAGO, Jan. 18.—Theodore Stempfel, vice-president of E. J. Bruck & Sons, was named general convention chairman this week of National Confectionery Association's 1954 convention and exhibit to be held in Chicago from June 6-10 at the Conrad Hilton Hotel here.

Other committee heads named included Victor H. Gies, vice-president in Dade and Broward counties; David P. O'Connor, vice-president of Penick & Ford, Ltd., exhibit chairman, and Richard B. Kimball, vice-president of Kimball Candy Company, chairman of the ladies program.

Vender Exports

Continued from page 70

\$234,948 for the similar period a year earlier. The half-year total for 1953, then, was almost \$100,000 greater than any one-half year's total for 1952 when vendor exports broke the \$1 million mark for the first time in 1973,706.

Export dollar volume for 1953, according to best estimates, will equal and most likely exceed \$1,250,000.

Successive gains made in vendor exports since 1930 are shown by the following Commerce Department figures:

Year	Value
1939	\$ 66,449
1940	186,805
1941	119,207
1942	471,234
1943	332,500
1944	451,823
1945	591,543
1946	1,073,706

Third-quarter "vender exports recorded dollar gains each of the three months. The \$44,718 chalked up during July was more than doubled in the last month of the quarter, September, which saw \$93,226 worth of equipment shipped out of the country.

Too, the number of foreign nations buying machines reached a new high for the year in September: a round dozen, compared with only five important markets in July.

(See separate story and tables breaking down vender exports both by markets (national and quarters for the last three years.)

Nat'l Phoenix

Continued from page 70

a national scale. It has a three-cornered deal with Spear-B-Juice Bar and Fanda, an operating company set up specifically for marketing C & C beverages to vendors, to make and operate C & C vending machines.

Altho Fanda has operated units in the Newark, N. J., area on an experimental basis, no action has been taken on a national basis, nor is any contemplated in the future, according to a C & C spokesman.

Retail Sales First

It fell in the trade that do attempt to vend C & C beverages nationally will be made until the drinks gain strong consumer acceptance on the retail level.

Croft, with whom National Phoenix is planning a merger, has been a brewery until a couple of years ago, when it suspended operations. The firm's assets consist of cash and a plant.

The merger plan, subject to approval by the stockholders of the companies, will be an exchange of stock on the basis of one share of the combined company stock for each share of National Phoenix stock held and five or seven shares of Croft stock held.

The combined company will own the assets now held by each company, including the cash and plant now owned by Croft and the holdings of National Phoenix; one-third the 100 per cent stock of Nedicks, 100 per cent of the preferred and 95 per cent of the common stock of C & C and the approximately 40 per cent interest in the B/G food chain and other holdings.

PM Seeks SEC OK on B&H Deal

NEW YORK, Jan. 18.—Phillip Morris & Company, Ltd., this week filed a proposal with the Securities and Exchange Commission for permission to acquire stock control of Benson & Hedges, manufacturer of Parliament cigarettes. Officers of Parliament companies had agreed to the transaction, which is deemed very likely to be approved by the stockholders.

The proposal filed with the SEC calls for a share-for-share exchange of about \$100,000,000 of Phillip Morris common stock for Benson & Hedges shares.

Phillip Morris told the SEC that it was continuing with the development of its own filter-type cigarette, but it did not wish to rely solely on a "new and untried brand" for its entry into the field.

The Parliament acquisition will give PM a complete cigarette line—king-size and regular filter-type, king-size and regular stand-ards.

Vendall Keys

Continued from page 70

Two months ago, Reiss said he was formulating plans for national distribution, which would entail mass production. Reiss unveiled the machine, made by his Stater Manufacturing Company at the National Automatic Merchandising Association's convention in 1952. Since then, production has been limited to accommodate Reiss' own operation.

Mass Production
Two months ago, Reiss said he was formulating plans for national distribution, which would entail mass production.

Vendall, organized three years ago in being a general-purpose machine, the firm operates, in addition to the units produced by Reiss, coin-operated washing machines in apartment houses and 400 cigarette, juice and carbonated drink vendors in New York industrial locations.

Ogden feels that one of the most fertile fields for operators in the New York area is in-plant feeding. With good food space in a plant, Ogden says, the cost of labor saving and the cost of labor saving, Ogden pointed out that it is becoming increasingly difficult for many plants to maintain cafeterias for their employees.

Unions, Help
Ogden added that unions are restricting cafeteria set-ups and that competent caterers help it is difficult to get.

He said the Lunch-O-Mat, which dispenses hot and cold sandwiches, dessert and beverages, should go a long way toward solving the in-plant feeding problems of annual factories. He added that Vendall can service continue to concentrate on smaller plants.

Daily service is required on Lunch-O-Mats, he said. Currently, one of Reiss' units is helping Vendall with the first few weeks of operation. Ogden figures that the one-man stock service could 10 units, if they are not too far apart. Work trucks are used for

D. C. Cig Tax Takes Dr

WASHINGTON, Jan. 18.—cigarette sales drop of 7.1 per cent under 1952 accounted for District of Columbia tax receipt falling \$10 million in 1953 compared with the preceding year. District Tax Collector Guy Pearson announced.

According to Pearson, the drop was indicative of a nationwide slump in the cigarette market. He said the District's 1-cent tax on every package of cigarettes was the lowest in the country.

SPORTS CHARMS MIXTURE

Consists of BOXING GLOVES, BOWLING BALLS, FOOTBALLS, BASEBALLS and B-BALL CHARMS.

All of the above items are PLATED half in copper, half in silver, except the bowling balls, which are white plastic with black stripes.

\$7.00 (100) P.O. Box 210, At Year Distributor, Pearson announcement.

We made this mixture at the suggestion of an operator who writes in *Mixtures*. After testing, he wrote us and we quote:

"I had in these SPORTS CHARMS will get more SPORTS CHARMS than the other gimmicks."

Our friend in *Mixtures* knows his business. He's right—because the American Boy and Young Men are awarded and give for SPORTS CHARMS.

When's the last time you encountered a mixture that was so successful? SPORTS CHARMS Time to see it!

SAMUEL EPPY & CO., INC. 91-15 144 Street, New York

KARL GUGGENHEIM

Presents a Large Gold Finish ROCKET-SIZE BASKETBALL and FOOTBALL

only \$19.00

Here is the large gold finish ROCKET-SIZE Basketball and Football that is the "hot" one of the year when the kids make it line change and the adults make it line change. They are so popular that they are getting so low, you've seen some of the most gold give away items in the history. Get with this sales winning new distributor or from

Karl Guggenheim

33 UNION SQUARE, N.Y.C. N.Y. • AL

The Latest... for Racial Machine Operators

A Cherm A General They Wear It They Play It

TIC-TAC-TOE

\$16.00 per unit

Comes in two-toned color, complete package, and can be played on a table for indoor or outdoor use. Write, phone or wire for orders.

PAUL A. PRICE 55 Leonard St., New York

PENNY-NICKEL COMBINATION

Model H.M.S. by VICTOR Manages 10 Cans Features 10 Cans See Your Nearest VICTOR Distributor



THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Table with columns: Model, Jan. 16, Jan. 9, Jan. 2, Jan. 26. Rows include AMI Model A, Model B, Model C, Model 0-10, Model 0-20.

CHICAGO COIN

Table with columns: Model, Jan. 16, Jan. 9, Jan. 2, Jan. 26. Rows include EVANS, HILLS, PACKARD, Hildrey.

RISTAUCRAT

Table with columns: Model, Jan. 16, Jan. 9, Jan. 2, Jan. 26. Row includes 12 Selection.

SOCK-DIA

Table with columns: Model, Jan. 16, Jan. 9, Jan. 2, Jan. 26. Rows include 1428, 1426, 1428, 1426.

SEEBURG

Table with columns: Model, Jan. 16, Jan. 9, Jan. 2, Jan. 26. Rows include W 108 A 78 878, 146, 146 W Hildrey, 147 M, 147 W, 147 M, 147 W.

WURLITZER

Table with columns: Model, Jan. 16, Jan. 9, Jan. 2, Jan. 26. Rows include 700, 700, 800, 800, 1013, 1013, 1017, 1100, 1200, 1200.

ACTIVE AMUSEMENT MACHINES CO. Philadelphia 30, Pa. Phone: EXmont 7-4495

THOROUGHLY RECONDITIONED Filter 1400 \$558 Filter 1217 \$300 Filter 1000 \$250 Filter 1080 \$180 Filter 1000 W/Cebra \$150 Filter 1015 \$150 Filter M100 A \$495 Filter M100 B \$395 Filter 3 W 1, W/Bal \$65

IN GOOD WORKING ORDER Filter B 146 \$50 Filter 147 \$75 Filter 146 \$75 Filter 3031 W/Bal \$25 Filter 3031 W/Bal \$5 Filter W150, W/Bal \$3 Filter 1/2 Cash, Balance C.O.D. \$150

Best Reconditioned Prices at LOW PRICES! Filter 1400 \$180 Filter 1217 \$100 Filter 1000 \$75 Filter 1080 \$50 Filter 1000 W/Cebra \$40 Filter 1015 \$40 Filter M100 A \$120 Filter M100 B \$80 Filter 3 W 1, W/Bal \$20 Filter 1/2 Cash, Balance C.O.D. \$100

INTERNATIONAL DISTRIBUTORS W. Adams, Chicago 18, Ill. Chicago 2-7378

New United SHUFFLE ALLEYS CHIEF and LEADER SHUFFLE ALLEY SPECIALS Filter 1400 \$120 Filter 1217 \$80 Filter 1000 \$60 Filter 1080 \$40 Filter 1000 W/Cebra \$30 Filter 1015 \$30 Filter M100 A \$100 Filter M100 B \$60 Filter 3 W 1, W/Bal \$20 Filter 1/2 Cash, Balance C.O.D. \$100

VE MORE MONEY- MAKE MORE MONEY- In The Billboard TODAY! Filter 1400 \$120 Filter 1217 \$80 Filter 1000 \$60 Filter 1080 \$40 Filter 1000 W/Cebra \$30 Filter 1015 \$30 Filter M100 A \$100 Filter M100 B \$60 Filter 3 W 1, W/Bal \$20 Filter 1/2 Cash, Balance C.O.D. \$100

NEW GAMES... WORLD WIDE-Fine Equipment at Low Prices... WANT TO BUY PALM SPRINGS BUDD BANCH & BEACH CLUB BEAUTY & TROPICS 810

PIN GAMES... Silver State \$176 Twenty Grand \$30 Times Square \$142

SHUFFLE GAMES... Chicago Coin DOUBLE SCORE \$999.00 Chicago Coin TRIPLE SCORE \$795.00

WORLD WIDE DISTRIBUTORS... Chicago 47 2330 N. Western Ave.

SEE ROUND THE WORLD TRAINER NOW! In Our Showroom... CHICAGO COIN'S New Money Maker

SHUFFLE GAMES... Chicago Coin Triple Frame \$350.00 Chicago Coin Beta \$60.00

MONROE COIN MACHINE EXCHANGE, INC. 2422 PAVNE AVENUE, CLEVELAND 14, OHIO

YOUR TICKET TO SALES RESULTS... THE ADVERTISING COLUMNS OF THE BILLBOARD!

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

THE COINS OF YOUR COUNTRY FIT ATLAS AUTOMATIC PHONOGRAPHS ONLY ATLAS MUSIC COMPANY OFFERS ALL THESE... World's Greatest Variety of perfectly RE-CONDITIONED and REFINISHED Automatic phonographs and Accessories.

YOU GOTTA GET ...



GOTTLIEB

GREEN PASTURES

TO GO PLACES!

EXHILARATING . . . ENTERTAINING . . . EXCITING!

Watch this . . .

Rotation Sequence . . .

from 1 to 12 Awards REPLAY and lights
2 Kick-Out Holes for ADDITIONAL REPLAYS!

Super Point Score! . . .

Making A-B-C-D Roll-Overs lights Targets
for super-point score.

Extra Replay . . .

When all A-B-C-D letters are
out, mystery letter lights up
for REPLAY.

**MORE
PLAY
INDUCERS**

- Sound Effects
- 3 Pop Bumpers
- 2 Flippers



D. Gottlieb & Co.
1140-50 N. KOSTNER AV.
CHICAGO 51, ILLINOIS

ORDER FROM YOUR
"DISTRIBUTOR!"

EVANS' LATEST

"CLUB MODEL" Saddle & Turf

**GUARANTEED
REPLAY AWARDS**
every game when 7
coins are played.
Especially designed
for locations demand-
ing liberal
Replay awards.

**SINGLE COIN DROP
(WITH SLUG REJECTOR)**
easily accessible on push
button plate 5c or 1c play.
High scores possible with
single coin for top-play
incentive.

As many as 7 players can
deposit coins. Electric Re-
play Counter registers to
999.

IF YOU CANNOT SECURE THIS MACHINE FROM
YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS



COLORFUL CABINET
OCCUPIES LESS SPACE
THAN ORDINARY PIN TABLE

ORDER THESE BARGAINS TODAY

PIN GAMES

2 ARIZONA	ea. \$	10.00
1 BLACK GOLD	15.00
1 ROCKETTE	15.00
1 TRIPLETS	15.00
3 KNOCKOUTS	25.00
1 PIN BOWLER	15.00
1 NIAGARA	85.00
2 SKILL POOLS	90.00
1 FOUR STARS	85.00
1 HIT 'N' RUN	85.00
1 QUEEN OF HEARTS	125.00
1 COUNTY FAIR	35.00
1 WILLIAMS' DELUXE WORLD SERIES	125.00
1 SPOT BOWLER	20.00

MISCELLANEOUS

1 SEEBURG '47	\$
1 CLASSIC
1 WURLITZER COLONIAL
2 SHOOT THE BEAR GAMES
9 MILLS 1c GUM VENDORS (new)	ea.
42 DUGREMIER 1c GUM VENDORS (new)	ea.
3 MILLS SCALES	ea.
8 WAITING FORTUNE SCALES	ea.
8 WAITING GUESSER SCALES	ea.
2 MARMON SCALES	ea.
125 NEW AND USED MILLS & JENNINGS SLOT MACHINES

ONE-THIRD DEPOSIT WITH ORDER - BALANCE C.O.D.

OHIO SPECIALTY COMPANY, INC.

539 S. 2nd

LOUISVILLE 2, KY.

Wabash 2465

ATTENTION FOREIGN BUYER

NATIONAL OFFERS THE BEST IN RECONDITIONED EQUIPMENT

- * MACHINES IN GUARANTEED OPERATING CONDITION
 - Completely checked and reconditioned by our staff of expert mechanics—reimbursed to book listed value
 - Change for operation on any type electrical current can be made at nominal charge
 - Coin Chutes adapted to fit almost any coin.
- * MACHINES CAREFULLY CRAFTED!
 - Durable crates used on all shipments.
 - Steel-banded for extra safety.
 - Lined with water-proof paper.

TO GET THE MOST FOR YOUR DOLLARS, WRITE TODAY
FOR LITERATURE AND PRICE LIST

Complete Stock of All Types of Coin Operated Equipment
Amusement Games, Photographs, Shufflin' Games

NATIONAL COIN MACHINE EXCI
1615 DIVERSITY BLVD. Phone, Washington 1-6221. CHICAGO

SACRIFICE
Chicago Coin Iron Frame \$225.00
Ohio Wash Cup 200.00
United Cabins 200.00
Seaboard Motor Gaslighter 200.00
1/3 deposit with order
H. C. EVANS & CO.
6287 Whittier Blvd., Apt. 3
Los Angeles, Calif.

MECHANIC AVAILABLE
25 years' experience on all coin-operated
amusement, candy and retail. Here we
can teach, show, explain, repair and
write to work. We quote, order and
originally from the North. Will do any-
where. "We teach you" anywhere.
H. C. EVANS & CO.
621 S. 77th St., Apt. S-C, Woodstock 33, Tex.
Phone: Woodstock 4150

COBRA CARTRIDGES

Replanned and Resurfaced, 75¢ each.
ORIGINAL PERFORMANCE, GUAR-
ANTEED. "No Dues" Service Via
Air.
ELECTRONIC INDUSTRIES
P. O. Box 7000 Mesa, Arizona

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

OPERATE

*Keeneys
Capturing
locations
everywhere!*

BOWLER



Something to hunt about!

**RECORD-BREAKING PREFERENCE JUSTIFIED BY TREMENDOUS APPEAL!
3-WAY FLEXIBILITY OF PLAY...SMART NEW SERVICING INNOVATIONS!!!**

**2 SIZES: 9 foot Playfield on 8 foot Cabinet
8 foot Playfield on 7 foot Cabinet**

The game that CONSERVES SPACE in any location.

3 CARD BONUS SCORING!

- 2nd Frame • 10th Frame • 2nd, 3rd, 4th, 5th Frame
- When last number of "Player Up" score matches one of numbers that light on backlogs, the "Player Up" must press buttons on front of game.
- "Player Up" receives Bonus Points scored if numbered Diamond "0" to "9" again matches last number of his score.

Single-Double-Triple-Quadruple Scoring for Strikes and Spares • Shoot again in 10th frame

PINS AND CONTACT AREA RECESSED UNDER LITEBOX. ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!



COVERED CASH BOX plus FLOODLITE WHEN DOOR OPENS!

Reduce to 5 FRAME GAME by Simple Plug Adjustment

J. H. Keeney & Co., Inc.
2150 W. FIFTH STREET, CHICAGO 22, ILLINOIS

If not obtainable from your distributor—contact factory direct for name of nearest distributor.



GENUINE FORMICA PLAYFIELD

Keeney's MAINLINER BOWLER

available including everything except the "touch" feature.



HINGED FRONT DOOR

PHONOGRAPHS WALLBOxes

- Cleaned, checked, ready for immediate operation*
- WURLITZER #1015 \$ 94.50
 - WURLITZER #1100 194.50
 - SEEBURG #146 74.50
 - SEEBURG #147 79.50
 - SEEBURG #146H 74.50
 - Wurlitzer 48 Sel., Sc-10c-25c \$27.50
 - Wurlitzer 24 Sel., Sc-10c-25c 11.00
 - Seeburg 24 Sel., Sc-10c-25c 2.50
 - Seeburg 24 Sel., Sc. 5.00
 - AM 40 Sel., Sc-10c. 14.00

T & L DISTRIBUTING CO.

1463 CENTRAL PARKWAY MAIn, 8751 CINCINNATI 14, OHIO

EVERY PIECE GUARANTEED

- HAUTE \$275.00
- LA BEACH 175.00
- ANTIC CITY 150.00
- NET ISLAND 90.00
- KEY LITE 90.00
- PLACES 175.00
- SILVER CHEST \$150.00
- 3-PLAYER SHUFFLE TABLE 75.00
- EXHIBIT'S DALE GUN 35.00
- 1015 WURLITZER 100.00
- GENCO'S SIX GUNNER WRITE
- 35" x 47" POOL TABLE (COMPLETE) 125.00

PARKER DISTRIBUTING COMPANY
8th AVENUE, SOUTH NASHVILLE, TENNESSEE PHONE 4-9194

RECREATION
COIN MACHINES
LARGE NATIONAL COIN
RECTOR BOX
SCHEDULED 15-21 Pk.
Mid-State Company
3247 Milwaukee Ave., Chicago 34, Ill.

"WE ARE EASY TO DEAL WITH"

SET UP TO HANDLE EXPORT BUSINESS... FOREIGN BUYERS, WRITE

UNITED BOWLERS	ARCADE EQUIPMENT	Western Baseball	Merchandise Vendors
1 Pk. with Formica... \$10.00	Brain Star Bowling... \$10.00	Major Baseball... \$10.00	Drum & Ice Cream Vendors
2 Pk. with Formica... \$20.00	Brain Star Bowling... \$20.00	Major Baseball... \$20.00	Drum & Ice Cream Vendors
3 Pk. with Formica... \$30.00	Brain Star Bowling... \$30.00	Major Baseball... \$30.00	Drum & Ice Cream Vendors
4 Pk. with Formica... \$40.00	Brain Star Bowling... \$40.00	Major Baseball... \$40.00	Drum & Ice Cream Vendors
5 Pk. with Formica... \$50.00	Brain Star Bowling... \$50.00	Major Baseball... \$50.00	Drum & Ice Cream Vendors
6 Pk. with Formica... \$60.00	Brain Star Bowling... \$60.00	Major Baseball... \$60.00	Drum & Ice Cream Vendors
7 Pk. with Formica... \$70.00	Brain Star Bowling... \$70.00	Major Baseball... \$70.00	Drum & Ice Cream Vendors
8 Pk. with Formica... \$80.00	Brain Star Bowling... \$80.00	Major Baseball... \$80.00	Drum & Ice Cream Vendors
9 Pk. with Formica... \$90.00	Brain Star Bowling... \$90.00	Major Baseball... \$90.00	Drum & Ice Cream Vendors
10 Pk. with Formica... \$100.00	Brain Star Bowling... \$100.00	Major Baseball... \$100.00	Drum & Ice Cream Vendors

AMT Distributors for Northern Ohio

M. S. GESSER
Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.
20-21-2225 Prospect Ave., Cleveland 15, Ohio
All Phones: Twer 1-6715

a Vaccine will mean Victory!
Join the **MARCH OF DIMES**
January 2 to 31

What makes a smart operator?

A smart operator is one who studies his locations, the skill of the players and the competitive games in that location. He evaluates the potential of the location and adopts his equipment to meet the needs of this particular spot.

Shuffle-Pool is designed so that a simple adjustment permits tightening or liberalizing the scoring. This is only one of many features in the new Shuffle-Pool that makes it adaptable for the right location.

SEE YOUR DISTRIBUTOR TODAY
Let him explain this and other outstanding features of SHUFFLE-POOL.

GET IN ON BIGGER PROFITS FOR 1954

GENCO

MFG. & SALES CO. 2621 N. Ashland Ave., Chicago 14, Ill.

GENCO'S Shuffle Pool

- REALISTIC "3-D" COLORED LIGHT-REFLECTED BALLS
- ENDLESS COMBINATIONS of Straight and "Bank" Shots (with Live Rubber Balls)
- 18 SHOTS PER PLAYER
- 50 SECONDS PLAYING TIME



ALL THE FEATURES OF A BOWLING GAME!

- Famous Playfield
- Baller Wire Fanning
- Baller Push Battery
- Size 8' x 2'

GROWING GROWING GROWING

and we're celebrating with a move into our own BRAND NEW HOME



The world's most modern musical merchandise facilities—featuring automatic ceilings, steam cleaning rooms, point rooms, dock level loading and unloading, demonstration rooms, parking facilities and host of features.

We'll be pleased to have you come in and see us when in the Kansas City area.

WILLIAM BETZ • HARRY SILVERBERG

W. B. MUSIC CO.

2900 Main St. Kansas City, Mo.

Distributors this territory for D. Gottlieb—Genco Mfg. Co.—Chicago Coin Mfg. Co.—J. P. Seeburg

RECONDITIONED SHUFFLE GAMES

Un. Clients	299	Un. Super	315	Un. 4 Player, 9/7-10	350
Un. Stamp	285	Un. Super	315	Un. 4 Player, 9/7-10	350
Un. Client	285	Un. Super	315	Un. 4 Player, 9/7-10	350
Un. Official	315	Un. 4 Player, 9/7-10	350	Un. 4 Player, 9/7-10	350

HEADQUARTERS FOR GUARANTEED RECONDITIONED PARORAMS... WRITE

RINGS IN STOCK—RECONDITIONED

Best Steel
 210 | Brass | 210 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

SPECIAL EXHIBITS

PETE THE BARKER—WRITE

Write for News

1954 Price List

2327-30 W. Lincoln, Chicago 14, Ill.

Lincoln 9-3975

Lincoln 9-3975

Lincoln 9-3975

Lincoln 9-3975

Lincoln 9-3975

Lincoln 9-3975

Lincoln 9-3975

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

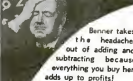
Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

Clayton
 175 | Clayton | 175 |

"NUMBER" TROUBLE?



Banner takes the headache out of adding and subtracting because everything you buy here adds up to profits!

You get all top equipment — new and reconditioned — at prices that are low! And you get complete service on everything you buy here. We always keep full stocks of supplies and parts ready to reach you in time for any emergency.

Operators everywhere know it's always **A BETTER BUY AT BANNER!**

BANNER SPECIALTY COMPANY

159 W. Grand Ave., Phila. 23, Pa.

Branch: 1203 Fifth Ave., Pittsburgh 19, Pa.

IMPORTERS You SHOULD BE DOING BUSINESS WITH

TRIMOUNT

THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTERS ST. BOSTON 10, MASS.

TELEPHONE 5-2200

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

135 S. Break St., Louisville 3, Ky.

1525 Delaware Ave., Lexington 5, Ky.

1000 Broadway, Cincinnati, Ohio

129 W. North St., Indianapolis 4, Ind.

OPERATORS!

LOOKING FOR A BUDGET FOR YOUR ROUTE!

Use The Billboard's Coin Machine Market

Survey to determine potential business

over the country.

100% economical, fast and efficient!

TURN TO PAGE 75 FOR RATES AND INFO



THEY GO **BUGGY** PLAYING THIS ONE!



ANOTHER *Williams* WINNER!

STRUGGLE BUGGIES!

- ★Numbers 1 to 7 lite No. 1 Bumper for "Special".
- ★Making A-B-C Rollovers lites 2 additional rollover lanes for "Special".
- ★Thumper bumpers, rollover buttons, stand up switches and kickout holes advance buggy around track to score "Laps".

HIGH SCORES—LAP SCORES

NEW! GOLD BUMPER CAPS AND FLIPPERS!

Available with 5c or 10c Coin Chutes... We Recommend 10c PLAY!

- All numbered bumper values increase from 10,000 to 100,000
- 5 ROLLOVER LANES
 - 4 ROLLOVER BUTTONS
 - 2 THUMPER BUMPERS
 - 2 KICKOUT HOLES • 2 FLIPPERS
 - 2 AUTOMATIC RUBBER KICKERS

LET'S GO!
SPEEDY!
CHANGE YOUR TIRED GAMES!
SWITCH TO **STRUGGLE BUGGIES!**
FOR LONG-RUN EARNINGS!

HINGED FRONT DOOR for easy servicing!

Williams

ORIGINATORS OF:
• Interchangeable Front Door
• Minged Front Door for 5-Balls
• Down Type Starting Reels on 5-Ball Games



ORDER TODAY!
CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

BARGAINS FOR EXPORT!

OFFICE GAME BARGAINS!

Imperial	\$415
Maple	285
Super Pro. 5-Ball	385
Victory	305
Crystal Match	295
Wagon & Pliers	315
Press in Front Top	325
Front & Rear Top	335
3 Crown Bumper	345
3 Crown 2 Flipper	355
Deluxe Lovers Model	365
Deluxe Model	375
4 Player	385
Book	35

LEADER Write
ARCADE EQUIPMENT
• Shoot the Bear

BINGO SPECIALS
Club

Alm Springs—Dude Ranch
WRITE!

SHUFFLEBOARD SPECIALS

10" 10" Bush-Dia's	\$ 97.50
12" 4in. Bush-Dia's	129.50

SHUFFLEBOARD SUPPLIES

Shuffleboard Table, Case 100"	\$ 200
Pad Wood 2x8 (75)	\$ 2.00
Rolls 100' 2"	\$ 2.00
Score Sheets, 10 pads	\$ 2.00
Shuffleboard Lights	\$ 5.00
Roller-Link Shuffleboard	\$ 15.00
Light	\$ 5.00
New Shuffleboard Scoreboards	\$ 20.00
Shuffleboard	\$ 15.00
Wet-Dia	\$ 15.00

SHUFFLE CONVERSIONS

Un. Shuffleboard Treatment 4-Way ..	\$.75
Kenny Roll Treatment	1.00
Kenny Bowling Champ	1.00

PHONOGRAPHS

Seeburg 1st Economy	\$100
Seeburg 2nd Economy	120
Seeburg 3rd Economy	130
Walt-Disc	94.00

PURVEYOR
DISTRIBUTING COMPANY
4323-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIOR 6-1814

FOREIGN BUYERS!

Now Delivering

New
Williams **STRUGGLE BUGGIES** • Cottrell **GREEN PASTURES**
Kenny BONUS BOWLER • Bally **PALM SPRINGS**
International Reconditioned

We stock a complete line of thoroughly reconditioned Wurlitzer, Seeburg, AMI, Rock-Ola and Evans music machines. Also the finest line of reconditioned pin games, arcade equipment, shuffle tables and kiddie rides.

Write us for our special price lists
Parts and service manual available

INTERNATIONAL AMUSEMENT CO. 1423 SPRING GARDEN STREET

SCOTT-CROSSE COMPANY 815 N. 3rd St. PHILADELPHIA 30, PA.

Brosch-B19-821 W. Lachawanna Avenue, Strontan, Pa.

MECHANIC WANTED

1st class Mechanic for Bingo Games. Must be reliable, sober and honest.

Write
BOX 689, c/o The Billboard Pub. Co.
W. Randolph Chicago 1, Ill.

JANUARY SALE!

5 PROLES. Ea.	\$140
10 SPOT LITES. Ea.	75
3 COREY ISLANDS. Ea.	75
3 ATLANTIC CITIES. Ea.	95
1 BVI "B-BY"	495
2 AMI "HS-120" RIDEAWAY ..	Write

1/2 cent coins deposit required with each order.

COIN MACHINE SERVICE, INC.
422 Wilson St. Santa Rosa, Calif.
Phone: Santa Rosa 3715

SPECIAL

Seeburg
Shoot the Bear Guns
Good Condition
\$150.00 each
Write—Write—Call
H. Z. YERDING & SALES CO.
1295 Douglas St. Omaha 2, Nebraska

VERY CLEAN

United CIRCUS	\$335.00
DUDE RANCH	435.00
BEACH CLUB	475.00
PALM BEACH	525.00
FROLICS	195.00
ATLANTIC CITY	175.00
WADSWORTH SKIE BALL	95.00
DALE GUNS	49.50
SEE SHOOTER	125.00

UNIVERSITY COIN MACHINE EXCHANGE
824 N. High St. Columbus 8, Ohio
Tel. University 6900

S-H-H-H-H-H..
IT'S TOP SECRET
NOW!...

But...
COMING SOON!...

chicago coin's New
ALL New
BASEBALL GAME

with Features!...
More Features!...
and More
Features!

chicago coin
MACHINE COMPANY

1725 W. Diversey · Chicago 14, Ill.

Now where's that foreign buyer?

The Jones Boys heard he was around — the foreign buyer who hasn't heard about the best place in the world to buy used coin-operated equipment. Naturally that's Jonesland. What have we got? Write the Jones Boys and find out.

Want to know more?

R.F. JONES CO.
Specialists in
Smoking & Bally

1263 Mission St., San Francisco
127 E. 2nd St., Salt Lake City
1314 Pearl St., Denver
1200 S.E. Morrison St., Portland
2600 2nd Ave., Seattle

Send for our story, "The House the Jones Boys Built" — yours free without obligation. Write R. F. Jones Co., Dept. A, 1263 Mission St., San Francisco 3, Calif.

Cliffy Clef

NOW READY!

Our Fully Illustrated Catalog of Post-War Phonographs

PHONOGRAPHS	BOWLERS
WURLITZER	KENNY & PLAYERS
148-MI	CHICAGO'S PLAYER
147	CHICAGO'S PLAYER
146	CHICAGO'S PLAYER
1946 Hiway	CHICAGO'S PLAYER
1947 Hiway	CHICAGO'S PLAYER
1948 Hiway	CHICAGO'S PLAYER
1949 Hiway	CHICAGO'S PLAYER
1950 Hiway	CHICAGO'S PLAYER
1951 Hiway	CHICAGO'S PLAYER
1952 Hiway	CHICAGO'S PLAYER
1953 Hiway	CHICAGO'S PLAYER
1954 Hiway	CHICAGO'S PLAYER
1955 Hiway	CHICAGO'S PLAYER
1956 Hiway	CHICAGO'S PLAYER
1957 Hiway	CHICAGO'S PLAYER
1958 Hiway	CHICAGO'S PLAYER
1959 Hiway	CHICAGO'S PLAYER
1960 Hiway	CHICAGO'S PLAYER
1961 Hiway	CHICAGO'S PLAYER
1962 Hiway	CHICAGO'S PLAYER
1963 Hiway	CHICAGO'S PLAYER
1964 Hiway	CHICAGO'S PLAYER
1965 Hiway	CHICAGO'S PLAYER
1966 Hiway	CHICAGO'S PLAYER
1967 Hiway	CHICAGO'S PLAYER
1968 Hiway	CHICAGO'S PLAYER
1969 Hiway	CHICAGO'S PLAYER
1970 Hiway	CHICAGO'S PLAYER
1971 Hiway	CHICAGO'S PLAYER
1972 Hiway	CHICAGO'S PLAYER
1973 Hiway	CHICAGO'S PLAYER
1974 Hiway	CHICAGO'S PLAYER
1975 Hiway	CHICAGO'S PLAYER
1976 Hiway	CHICAGO'S PLAYER
1977 Hiway	CHICAGO'S PLAYER
1978 Hiway	CHICAGO'S PLAYER
1979 Hiway	CHICAGO'S PLAYER
1980 Hiway	CHICAGO'S PLAYER
1981 Hiway	CHICAGO'S PLAYER
1982 Hiway	CHICAGO'S PLAYER
1983 Hiway	CHICAGO'S PLAYER
1984 Hiway	CHICAGO'S PLAYER
1985 Hiway	CHICAGO'S PLAYER
1986 Hiway	CHICAGO'S PLAYER
1987 Hiway	CHICAGO'S PLAYER
1988 Hiway	CHICAGO'S PLAYER
1989 Hiway	CHICAGO'S PLAYER
1990 Hiway	CHICAGO'S PLAYER
1991 Hiway	CHICAGO'S PLAYER
1992 Hiway	CHICAGO'S PLAYER
1993 Hiway	CHICAGO'S PLAYER
1994 Hiway	CHICAGO'S PLAYER
1995 Hiway	CHICAGO'S PLAYER
1996 Hiway	CHICAGO'S PLAYER
1997 Hiway	CHICAGO'S PLAYER
1998 Hiway	CHICAGO'S PLAYER
1999 Hiway	CHICAGO'S PLAYER
2000 Hiway	CHICAGO'S PLAYER

WRITE FOR PRICES ON ARCADE EQUIPMENT

COVEN CART-SLED \$38.50

CAPO CLEANER (with chrome, etc.) \$3.95 per doz.

\$12.00 per 4-qt. case

Distributors of SMOKESHOP Cigarette Vendors

COVEN music corporation

2181 Stone Chicago 18, Ill. Indianapolis 9-3210
1345 Kelly St., Indianapolis, Ind. Outfall 9383

FOR SALE

- 10 Model A AML. Ea. ...\$149.50
- 10 Seaburg Bear Guns. Ea. 139.50
- 5 Wurlitzer 1250. Ea. 275.00
- 10 Wurlitzer 1100. Ea. 229.00
- 1 Williams Sc All Stars. 59.50
- 1 Williams Sc Star Series 79.50

One-third cash with order

BIRMINGHAM VENDING COMPANY

540 Second Ave., North Birmingham 4, Ala.

Shaffer
Specials

EXPORT SALE

SEBURG	AMI
M-100 A	D-80
148-MI	D-40
147	Model C
146	Model B
1946 Hiway	Model A
1947 Hiway	
1948 Hiway	
	POST WAR WALL BOXES
	Seaburg 3WS-156
	Seaburg W4-156
	Seaburg 3W2-156
	Wurlitzer 3020
	Wurlitzer 4820
	AMI 5/10
	MISCELLANEOUS
	Rock-Ola "Fireball" (120 Selections)
	45 R.P.M. Like New
	Seaburg Shool the Bear
	Exhibit Big Brass

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio
664 S. High Street
Main 5563Cincinnati, Ohio
1200 Walnut Street
Main 6310Indianapolis, Ind.
1327 Central Ave.
Lincoln 3571

EXCLUSIVE SEBURG DISTRIBUTORS

FOREIGN
BUYERS
•
FOREIGN
SHIPPERS

1... 100... 1000 Whatever the quantity, if you are buying or selling coin equipment, parts or supplies, we are thoroughly equipped to handle your export shipments. Our experienced, expert, staff and complete export facilities guarantee you safe and efficient handling of your shipments.

FOREIGN BUYERS... Guaranteed delivery of equipment, parts, accessories and supplies at prices that will satisfy you. Based on a list of your coin requirements. We'll be glad to quote you.

AMERICAN DISTRIBUTORS... Have you been turning down export orders because you can't handle them? We will handle all your export transactions from start to finish. Contact us immediately for details and arrangements.

WE WILL GLADLY EXCHANGE REFERENCES WITH YOU

O. O. MALLEGG

Specialists in Coin Machines
Exports for Over 20 Years
400 W. MADISON ST. CHICAGO, ILL., U. S. A.
Phone: Franklin 2-6868Brand New!
Buckley CRISS-CROSS
JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made in many foreign colors.

Buckley WALL AND BAR
MUSIC BOXESBuckley Manufacturing Co.
6223 W. Lake St. Chicago 24, Ill.

chicago coin *Does it Again!*

OPERATORS
EVERYWHERE
ACCLAIM NEW
BOWLING GAME
MOST EXCITING
ATTRACTION
EVER INTRODUCED!

CRISS CROSS

BOWLER

Featuring **PROGRESSIVE
ADVANCE SCORING**
— Plus —
TRIPLE-MATCH SCORING

LOOK!

8 Ways To **CRISS CROSS** By Matching
Numbers — Numbers on **CRISS CROSS** Panel
Carry Over From Game To Game Until A
Line Is Completed.

Plus

- ★ Match A Number & Star — and Crown Feature!
- ★ Advance Scoring Feature! ★ Giant Pins!
- ★ Beautiful Cabinet Styling! ★ 5 or 10 Frame Play!
- ★ 45 Second Scoring!

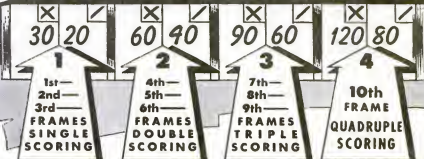
**chicago
coin**

MACHINE COMPANY

1725 West Diversey Chicago 14, Ill.

chicago coin's

ADVANCE BOWLER



★ Featuring **ADVANCE SCORING**

★ New Scoring Thrill! Top Score of 900!

★ FAST! 45 Second Scoring! Multiple Scoring on Strikes and Spares only!

★ Adjustable to Play 5 Frames

★ Giant Pins!

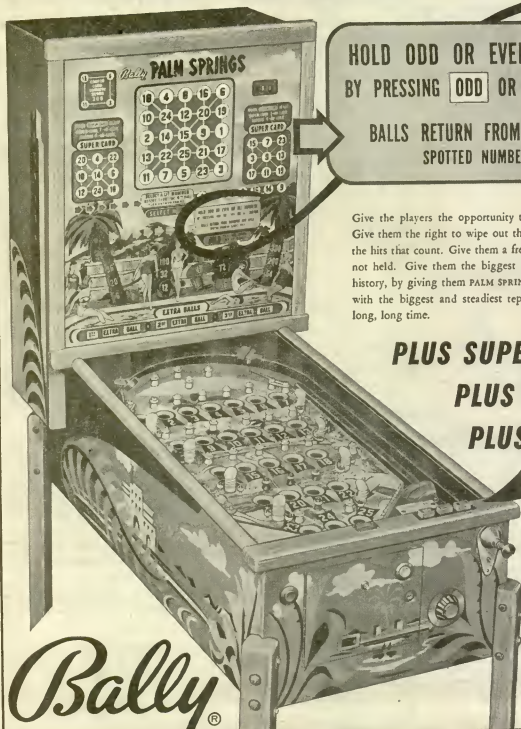
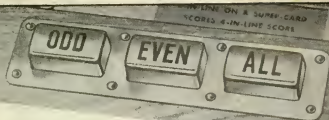
**chicago
coin**

MACHINE COMPANY

1725 West Diversey Chicago 14, Ill.

HOLD

numbers you need to build up score,
cancel-out numbers you're "sorry" you hit... try again
with BALLS RETURNED from cancelled numbers...



HOLD ODD OR EVEN OR ALL NUMBERS
BY PRESSING **ODD** OR **EVEN** OR **ALL** BUTTON

BALLS RETURN FROM NUMBERS NOT HELD
SPOTTED NUMBERS ALWAYS HELD

Give the players the opportunity to "second-guess" their skill-shots. Give them the right to wipe out their "mis-cues" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

PLUS SUPER-CARD SCORES
PLUS CORNER SCORES
PLUS SELECT-A-SPOT

ADVANCING SCORES
EXTRA BALLS

Built into PALM SPRINGS are all profit-proved features of the great Bally in-line games... plus the HOLD idea, greatest innovation pin-game design in years. Get your share of the PALM SPRINGS profits. See your Bally Distributor today. Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

Bally®

PALM SPRINGS